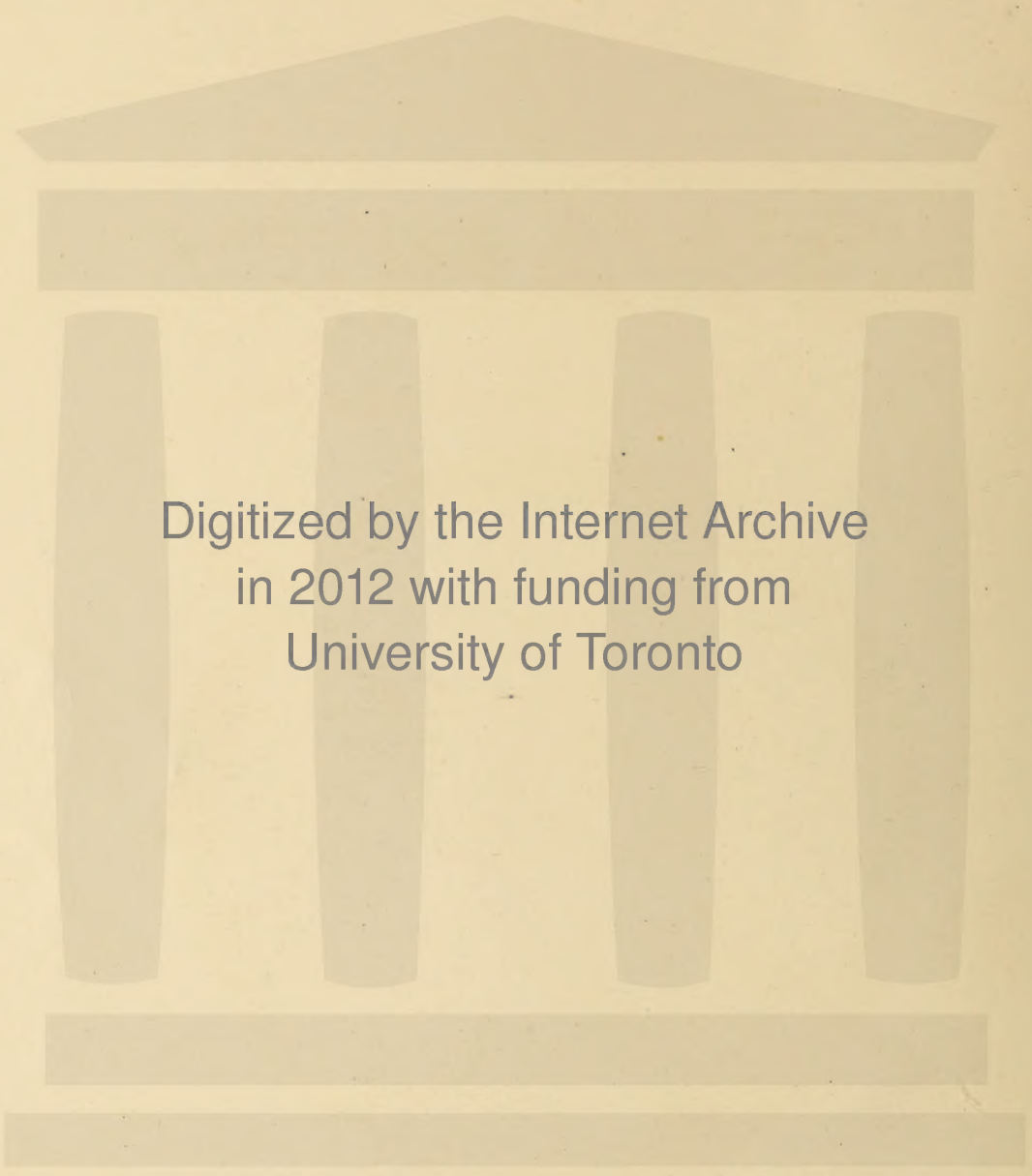


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"PEACE AND THE NEW BUSINESS ERA"

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-three years the recognized authority for those interests.

VOL. XXXV. PUBLICATION OFFICE: TORONTO, JANUARY, 1919 No. 1

THE "SWAN" FOUNTAIN PEN

A Profitable Investment for 1919



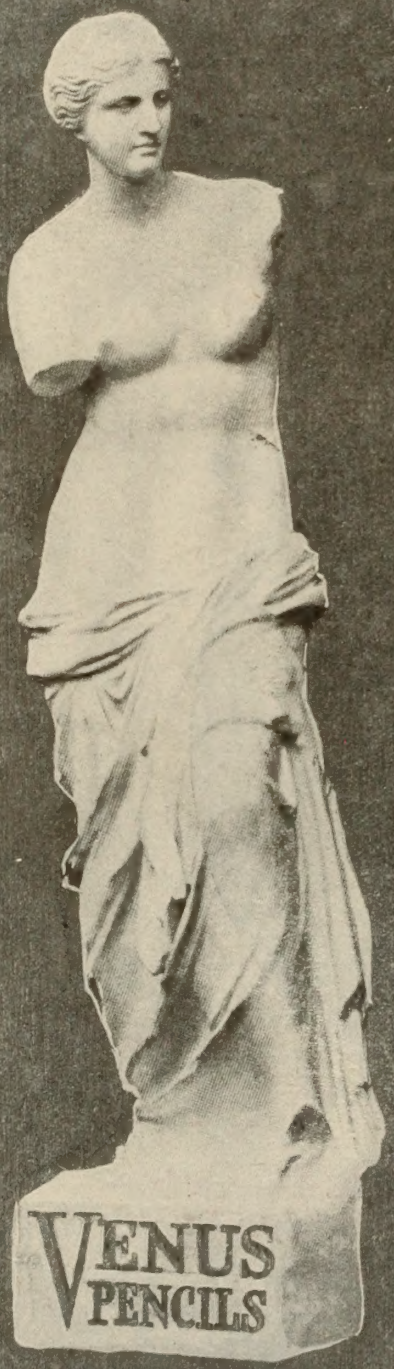
MADE IN ALL STYLES AND SIZES AND FITTED WITH THE SMOOTHEST GOLD NIB

Discounts and terms on request

MABIE, TODD & CO.

473 College St. Toronto

VENUS



The marvelous perfection of these famous pencils is based on skill, experience, and the highest of ideals.

The public has expressed its appreciation by making VENUS the largest selling quality pencil in the world.

17 Black Degrees and 3 Copying—All Perfect

American Lead Pencil Co.
220 Fifth Avenue, N.Y.
and Clapton, London, Eng.





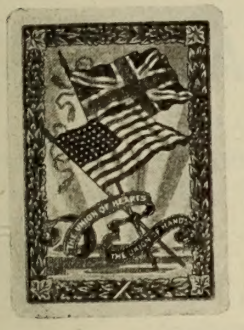


Ready for the New Era of Brisk Business?

In the matter of Playing Cards there is no better or more popular line than

Goodall's English Playing Cards

When you've well stocked with Goodall's you'll be right in line for your share of the big demand that's coming.





And there's variety enough to suit every taste—Imperial Clubs—Whist. Colonials—Gold Edges, Linettes—Both Standard and Whist sizes. Salons—Society—Sultan and Patriotic Series.

Aubrey O. Hurst
Representative
32 Front Street West, Toronto

"Jewel" No. 100
Safety Fountain Pen

Fitted with 14k. Gold Nib



12/6
Mounted 2 Bands 17/6

Patented in All Countries

Advantages
- Large Ink Capacity.
- Strength.
- Perfect Flow, always ready for use.
- Can be carried in any position.
- Fitted with Gold Nib to suit any hand.

"Recorder" Stylographic Pen

Best Workmanship and Finish.
Can be carried in any position.

10/-

Sole Makers:

JEWEL PEN COMPANY LTD., 76 Newgate St., LONDON, E.C.1, England

To Every Canadian Dealer

Things worth while are worth working for. The coming of Peace offers unequalled opportunities for business in all lines. If we all WISH hard enough and WORK hard enough 1919 is sure to bring true our wish for you of

A PROSPEROUS NEW YEAR

We thank you for the support you have given us in the past. We have tried to deserve it. We hope to continue to deserve it in the future. If we fail in any instance, let's talk it over.

SERVICE

Our business is to PLEASE. We market ALL of our product through you—we do not sell consumers. To PLEASE we must SERVE. In order to Serve we have during the year added to our floor space and our equipment, increased our working force, and have brought out a number of new items. So that we start the new year in better condition to give you service than ever before.

FOR 1919

We plan to make additional improvements and to add other new items, as are justified by your requirements. In fact, several new items will be announced in the near future. Watch for them.

FINALLY and AGAIN
A PROSPEROUS NEW YEAR

STERLING MADE IN CANADA, AND MADE RIGHT STERLING

LUCKETT LOOSE LEAF, LIMITED
539-543 King St. W. Toronto, Canada

Judicious Buying
and the
Readjustment Period

The Quality of the Goods you handle during the coming time of Reconstruction will determine almost entirely the extent of your Business Success.

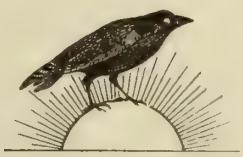
Canada's Premier Line
of
Blank Books and Loose Leaf Specialties

is the very best line for you to carry at any time, but particularly during the coming months, when Quality will count more than ever in the estimation of careful business people.

School Exercise, Practice and Scribbling Books, Envelopes, Typewriter Papers, Writing Tablets and other Stationery Lines made at the Dawson Works are deservedly known as **"Canada's Premier Line."**

Let us show you what Dawson Quality means.

The Line of Unexcelled Value



The House of Superior Service

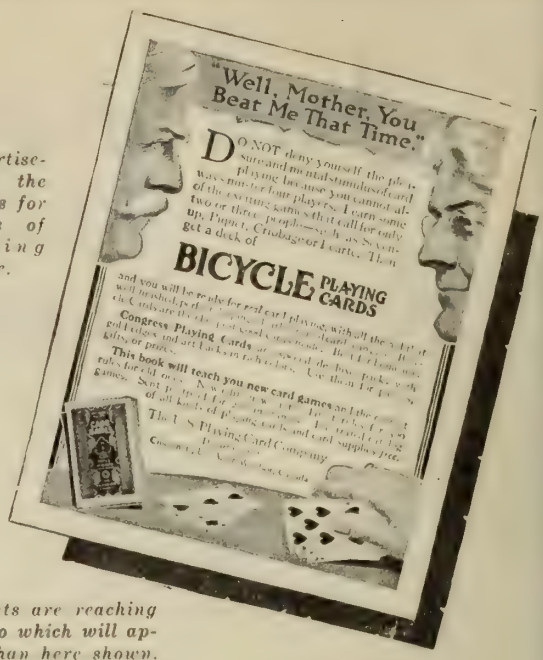
W. V. Dawson
LIMITED

Montreal **Toronto**



Here is an advertisement directed at the soldier boys and their friends. That is nearly everybody these days.

This advertisement pushes the sale of Bicycles for the thousands of quiet evening games at home.



U.S. Playing Card advertisements are reaching 30 million readers. Here are two which will appear in very much larger size than here shown.

The Bars Have Been Lifted!

By the happy outcome of the war all sentiment against gayety and good times has been ended. Already thousands of card clubs are resuming their before-the-war activity. And they will play as before with

BICYCLE PLAYING CARDS

AND

CONGRESS PLAYING CARDS

Demand for the Congress Brand for play, gifts and prizes is rapidly on the rise.

But while there is now no prejudice against any amusement the economic pressure that forces the selection of inexpensive recreation is as great as ever. Living costs as much, taxes are as high, there are as many demands upon the pocketbook as before.

And card playing remains as ever the leader among home amusements—for the quiet evenings—now so common—when there is nothing much doing.

All the advantages that, before the war was over, were making this the greatest of all seasons for card sales, still exist—and organized play by card clubs is picking up.

Be sure of your stock. Have a variety of backs of both brands. And cash in on our national advertising by using strong window displays.

Send now for price-list and sample backs.

THE U.S. PLAYING CARD COMPANY

DEPARTMENT 4

CINCINNATI, U.S.A. WINDSOR, ONT.

"STICK" With Us In 1919



2½ oz. size retails for 15 cts.
5 oz. (with Cap and Brush) Retails for 25 cents.
10 oz. (with Cap and Brush) Retails for 50 cents.
30 oz. for refilling, retails for 90 cents.

Order in gross lots and get the good profit.

And please place your order for Spring delivery now for

Glucine

The Original Liquid Paste

It never dries up.
Never goes stale.
Is always sweet and clean.
Is economical.
Is a good adhesive.

Keep a pot of Glucine in use on your own counters and desks—and see how your customers will fall for it.

LYONS BANK WAX

Lyons Parcel Wax

is the highest grade obtainable in England.

MANUFACTURED BY

Lyons Ink Limited, Manchester, Eng.

CANADIAN AGENTS:

MENZIES & COMPANY, LIMITED

Manufacturers' Agents
Importers Blotting Paper and Fine Stationery

Importers Fancy Goods and Toys
Publishers and Importers of Christmas Cards

439 King Street West, Toronto, Ont.

ARO-MAC LINES STATIONERY & SUNDRIES

"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & CO. LIMITED

TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES

AN outstanding authority in financial circles in the United States a few days ago predicted that the next five years in that country would be prosperous to an abundant degree.

RAW material will, therefore, be eagerly sought for and will be high in price. We cannot hope it will be as easily obtained as in the pre-war days. Depleted stocks will be built up only slowly.

ON the other hand, the great demand for supplies for specific war work is falling away and more goods are being released for commercial use. Several manufacturers have assured us that this consideration, with the increased efficiency they have had to develop, will allow them to fill orders more promptly, and we anticipate being in a position to fulfill our desire to carry sufficient stock to make prompt shipments, and we are promised quicker delivery of orders placed with the factories.

WE do not believe prices can fall for many months, and look for continued activity in Canadian business, caused partly by the enormous amount of public and other work that will be commenced at once, besides the corresponding reflection of active business in the United States.

CANADIANS should have no misgivings and must courageously combat the tendency to "wait to see what will happen."

ONLY in this way can we all be true to the men who are returning in rapidly increasing numbers every day, looking for their rightful place in affairs which they have so dearly earned.

We sell to the trade only, representing the manufacturers named below. Our stationery salesmen will carry Christmas Cards, Albums and Bibles.

Birn Bros., Ltd.
A. J. Holman Co.
Joseph Dixon Crucible Co.
American Vulcanized Fibre Co.
Automatic Pencil Sharpener Co.
Thaddeus Davids Ink Co., Inc.
Erie Art Metal Co.
Easthampton Rubber Thread Co.
C. Howard Hunt Pen Co.
Ideal Specialties Mfg. Co.
Sengbusch Self-Closing Inkstand Co.
I. Smigel.
Standard Crayon Mfg. Co.
Trussell Mfg. Co.

A. R. MacDougall & Co., Ltd.

Representatives for Canada and Newfoundland

468 King St. West, TORONTO



Express Your Opinion!

Your opinion on office equipment is respected—you occupy almost the position of an expert on such matters.

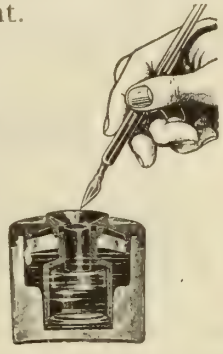
Therefore, when a customer asks for an inkstand, or a device for moistening gummed labels, stamps, etc., speak out and say what you think. Your customer will appreciate your recommendations, and the practical, money-saving pointers you give will bind your trade more closely to you.

SENGBUSCH *Self-Closing* INKSTAND

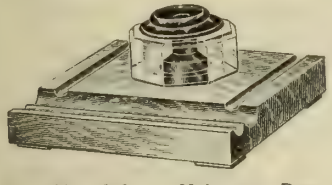
For the pen-and-ink user nothing excells the *Sengbusch* Inkstand. It is handsome in appearance—easy to use—and practical from every standpoint.

It saves 75 per cent. in ink, because it prevents *all* evaporation. The pen-dip is natural and easy—nothing to spurt or spatter. It prevents overloaded pens, and consequent blots. It is put up singly in four designs, and also with bases of plain or cut glass, oak and mahogany, at prices to fit every pocket-book.

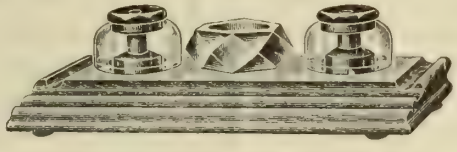
Whenever you sell a *Sengbusch* you make a friend.



Sectional view of Sengbusch Self-Closing Inkstand. The float in center closes the opening as soon as pen is withdrawn. Pen can be dipped only a certain depth till bottom of float touches bottom of well. Fresh ink from bottom of well always fed to pen. Nothing to corrode or wear out.

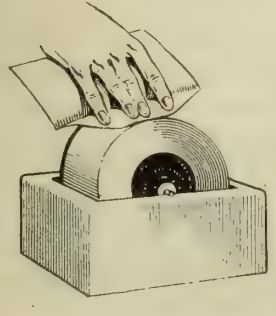


No. 431. Oak or Mahogany Base with No. 57 Cut Glass Inkstand. For single desk, as shown.



No. 151. Oak or Mahogany Base, with two No. 56 Inkstands, and a Sponge Cup. The complete line includes 112 different designs and sizes.

The IDEAL SANITARY MOISTENER



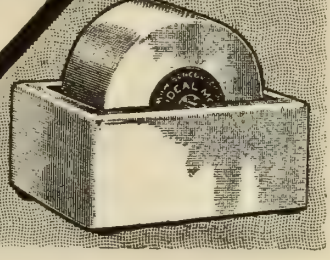
No office—large or small—is completely equipped without a moistener—and the Ideal is all its name implies. For moistening gummed labels, stamps, envelope flaps, sealing tape, etc., it is unexcelled. Made of beautiful white porcelain, with nickel plated brass bearings. Noiseless. Revolves easily, assuring plenty of moisture on top of barrel. Nothing to wear out or get gummed up. The perfect, sanitary, elegant moistener. Sells readily wherever quality is appreciated.

The Finishing Touch

On many desks will be found an inkwell—often a *Sengbusch*—without any base. A base—either pressed or cut glass—will put the finishing touch no that desk, both for appearance and utility. *Sengbusch* bases are of clear, smooth flint glass, and adapted to either square or round inkwells. A display of such bases always results in sales—and pleased customers. Put them out where they can be seen and watch them sell themselves.



No. 232. In Pressed Glass, either square or round hole (3")



A. R. MacDougall & Co., Ltd.

Representatives for Canada and Newfoundland

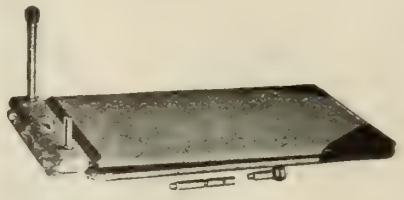
468 King St, West, Toronto, Canada

NATIONAL

A NATIONAL For Every Branch of Business

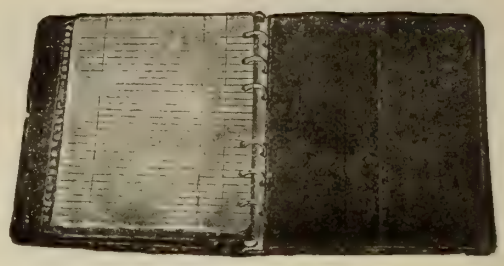
GENERAL facts, details in item, comprehensive surveys, concise reports —your customers want to get at them all with the greatest possible economy of time, labor and cost. The National Line of Blank Books anticipates every one of these recording requirements and the wide range of styles and prices makes it possible for each customer to select the particular book that best suits his purpose and his pocket book. Every book is the best that scientific planning and construction, and first quality materials and workmanship can make it.

Are you in the habit of passing along this important information to your trade? Their complete satisfaction with every National purchase makes their repeat orders frequent, automatic—and very profitable for you.



Yorkshire Toploc Post Binder

National Blank Book Company
HOLYOKE, MASS., U.S.A.

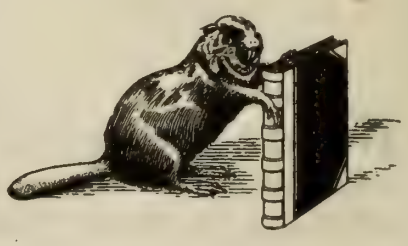


The Profit Is For You

COMPETITION has no terrors for the stationer who carries and features Dominion Blank Books. He is assured of high quality, wide range of styles and prices, and prompt service—and his customers are quick to realize and appreciate these points. The Dominion Loose Leaf Line includes a complete selection of all the latest and most approved accounting devices, with their supplementary Transfer and Storage Binders, Ring Books, Price Books, Memos and all the various other special-purpose books required. In design, finish, materials and general durability, Dominion Books are superior. Dominion Bound Books are of equally high quality, and are also offered in a splendid range of styles and prices.

As we sell **only** thru dealers, every cent of the excellent profit on the Dominion line goes to you. Build a permanent and profitable trade on the Dominion Line of Blank Books.

Dominion Blank Book Co.
Limited
BERTHIERVILLE, P.Q.



The Clique

THE ANTIQUARIAN BOOKSELLER'S WEEKLY

Established 1890

"THE CLIQUE" is the RECOGNIZED AND ONLY ORGAN of the British Antiquarian Book Trade. It contains the Want Lists of every firm of repute in the Empire and those of the best abroad.

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Supplied to BOOKSELLERS ONLY, $3 per annum, post free.

Now is the time for the up-to-date dealer in old books to subscribe to this old-stablished *money maker*—Britain's "unique journal."

Specimen free on receipt of *Trade Card.*

Overseas Dept.

The Clique Limited

Kew Gardens, London, England

Pen Department

60th Year

The most for the least outlay. Esterbrook Counter Display Case makes your pen business profitable and satisfactory.

Write for information.

Esterbrook Pen Mfg. Co.
18-70 Cooper St.,
CAMDEN, N.J.

Canadian Agents:
BROWN BROS. LIMITED
Toronto, Canada

Esterbrook Pens

Display Cane's Pencils like this and they'll sell themselves



The accompanying cut can only give you a faint idea of the attractive appearance of this counter display.

The way it shows the pencils will keep them selling without any effort on your part.

Each stand contains half a gross—tipped and finished in six different colors, one-half of which sticks up.

Your wholesaler can send you one. It costs you $2.40, and the pencils retail at 5c each.

Remember: Cane's Pencils are entirely Canadian-made and are just as good as the best imported.

The Wm. Cane & Sons Company

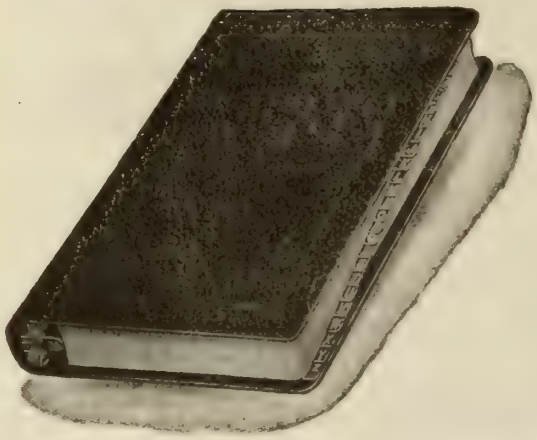
Newmarket, Ontario

B & P Hercules Price Book Covers

Are All That The Name Implies

EXCEPTIONALLY STRONG

Bound in very flexible Levant Grain, Fabri-Hide, the most durable artificial leather that can be produced.
Experts have judged it to be real Cowhide at sight.



In view of the present high cost of good leathers, the Hercules supplies a demand, that is persistent at this time, for good wearing Loose Leaf Price Books at moderate prices.
If properly displayed, Hercules Price Books will be one of the most profitable lines for the progressive Stationer. Made in all the Standard Price Book sizes in ½-in. and 1-in. capacities. For sizes, prices, etc., see page No. 44, Dealer's Net Price List.

Boorum & Pease Loose Leaf Book Co.

Hudson Ave. and Front St., Brooklyn, N.Y.

Salesrooms:

109-111 Leonard Street, New York
Republic Building, Chicago, Ill.
Old South Building, Boston, Mass.
4000 Laclede Avenue, St. Louis, Mo.

GOLD MEDAL CRAYONS

FOR EVERY USE

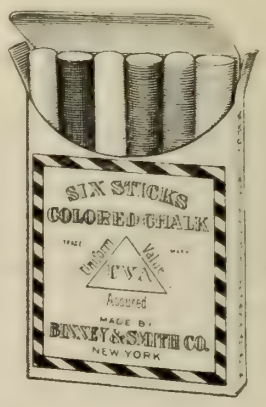
are considered without equal and endorsed by teachers, mechanics, artists and office workers.

All of the Gold Medal Crayons are products of quality, and sure sellers everywhere.



TRADE "CRAYOLA" MARK

The ideal drawing crayon for school and home use. Put up in boxes of 6 to 24 colors. Also gift boxes.



Made in three grades, and packed in a variety of assortments. The box pictured contains six sticks and is very popular with kiddies.

Send for catalog and price list of entire line

BINNEY & SMITH CO.

81 Fulton Street - New York



Swansdown Linen

A Dependable Line { As to QUALITY
Satisfaction to the Consumer
Quick Returns to the Stationer

The Sale for this commodity has been one of ever increasing volume from year to year.

Neat COVER Design

Good quality Linen Stock at a Medium Price. Sold most everywhere. Better try a Sample Order

Tablets, Papeteries, Note Paper and Envelopes

Our Salesmen are starting shortly with Lines for the Holiday Season. Don't overlood the Copp, Clark Co. 1919 Line of HIGH CLASS PAPETERIES. Entirely new designs and features. They will bear investigation.

INCLUDED IN LINES CARRIED WILL BE THE FOLLOWING:

Christmas Cards	*Tally Cards*	*Photo Albums*
Seals and Tags	*Dance Programmes*	*Crepe Paper and Ribbon Crepe*
Post Cards	*Calendar Pads, etc.*	*Ribbonzene*
Decorations	*Holly Boxes*	*Tinsel Cord*
Tinsel	*Hinaki Rope*	*Candles*

THE COPP, CLARK CO., LTD.

517 WELLINGTON STREET WEST, TORONTO

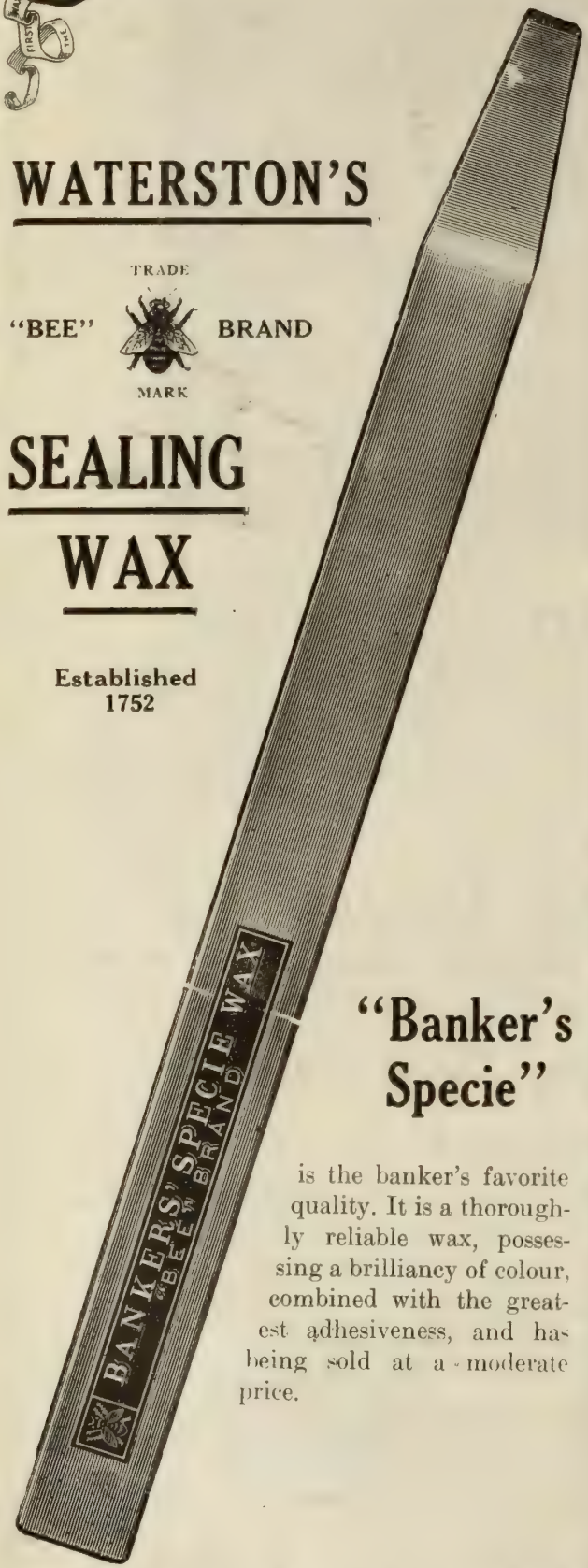
at the sign of the Bee

WATERSTON'S

TRADE "BEE" MARK BRAND

SEALING WAX

Established 1752



"Banker's Specie"

is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has being sold at a moderate price.

GEORGE WATERSTON & SONS LD
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AND AT WARRISTON ROAD · EDINBURGH

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Forty Addresses to Young People. By G. E. MORGAN, M.A. With Foreword by Rev. J. Stuart Holden, M.A., D.D. Cloth, 2s. 6d. net, plus 1s. War Charge.

"These Talks are capital, and should prove of the greatest assistance to mothers and Sunday-school teachers."—Literary World.

"This volume is full of helpful Bible teaching. It goes straight to the point as to the need of conversion, and the only way of salvation through a crucified and risen Saviour."—Friends' Witness.

"Parents, preachers and teachers will be particularly glad to welcome and use this work."—Evangelical Christian (Toronto).

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An Exposition. By DAVID BARON, with Foreword by Prebendary H. E. Fox. Cloth Boards, 10s. 6d. net.

"It is a quarry from which godly ministers can dig material for most profitable sermons, and yet it is written with such transparent clearness and simplicity that any Christian of ordinary intelligence can read it with profit."—Watchword and Truth.

"This is a splendid book, a magnificent exposition of the visions and prophecies of Zechariah. It is the very period when such a volume should have been written, and just the precise time when it should go forth freely to the people of God. . . . We never really knew how much there is in these marvellous visions and prophecies until we followed this delightful interpretation of them."—Springing Well.

THE LORD'S PRAYER

An Interpretation Critical and Expository. By JAMES W. THIRTLE, LL.D., D.D. Large 8vo. Cloth gilt, 6s. net, plus 1s. 6d. War Charge.

Rev. Professor Griffith Thomas, in the "Sunday School Times" (Philadelphia), says: "The best book on the Lord's Prayer is the most recent work on the subject—'The Lord's Prayer: An Interpretation,' by Dr. J. W. Thirtle."

RULING LINES OF PROGRESSIVE REVELATION

By REV. W. GRAHAM SCROGGIE. Cloth, 3s. 6d. net, plus 1s. War Charge.

The title of this book best indicates its standpoint and scope. It assumes that the Bible is a Divine Revelation, an unveiling of God to man as Creator and Redeemer. Furthermore, that that Revelation is Progressive, that throughout the ages more light was given as man was able to bear it. Yet, further, this book endeavours to show that, whereas the whole of Divine Revelation is progressive, there are certain Ruling Lines of teaching which give tone and colour to all the rest, and which constitute the substance of Revealed Truth.

The two following are new volumes in Morgan & Scott's Series of "Stories of High Purpose":—

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A new volume by Amy Le Feuvre is always hailed with delight. For brightness, realism, and excellence of tone her stories are known and appreciated the world over. This latest work from her pen is in every sense as excellent as any that has preceded it, and will doubtless meet with a hearty welcome from those who desire for their daughters literature of an ennobling and character-building quality.

UNDER COLIGNY'S BANNER

A Story of Huguenot France. By ALBERT LEE, F.R.G.S., Author of "At His Country's Call," "The Call of the Night Rider," etc. Cloth boards. 4s. 6d. net, plus 1s. 6d. War Charge.

A thrilling historical tale of the days of the Huguenots, full of moving and exciting incident.

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Manufacturers and Patentees

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The Requisite House

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Stationers' Sundries

Send your orders for our

School and Office Requisites

You have our Catalogue

We can execute a good proportion of the articles or substitutes and improved patterns

PICTURE POSTCARDS

A unique collection to suit all tastes

Birthdays Easters Comics Heather Relatives
Xmas and New Year Studies Greetings
Lovers Lucky Black Cats
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Specialty: Local View Printing from customers' originals.

New Collection of

CHRISTMAS FOLDING CARDS

$1.00 to $7.00 per gross.

NOW READY ☞ WONDERFUL VALUE!!!

Writing Pads Dressed and Undressed Dolls
Condolence Cards Cabinets
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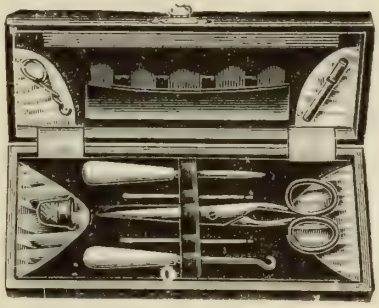
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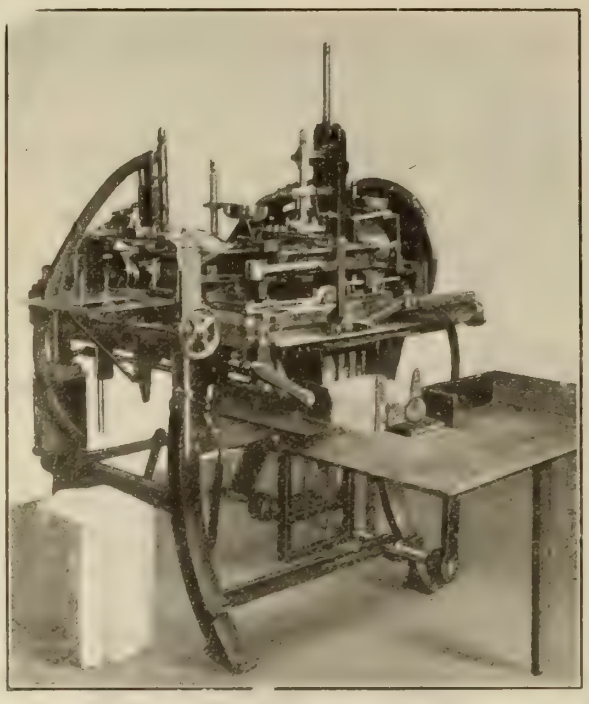
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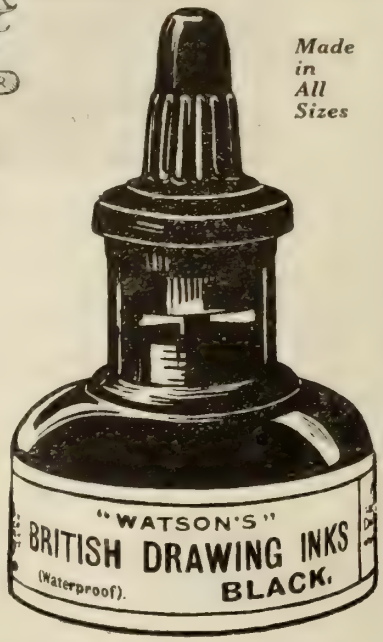
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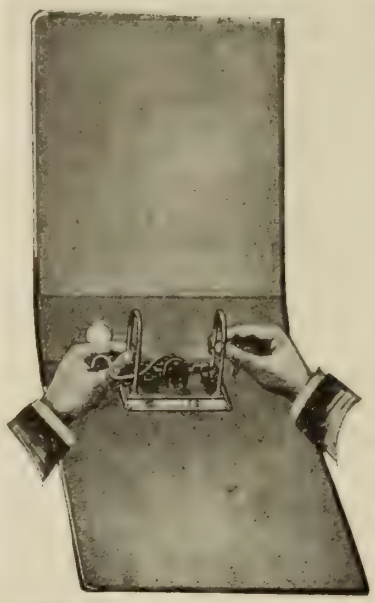
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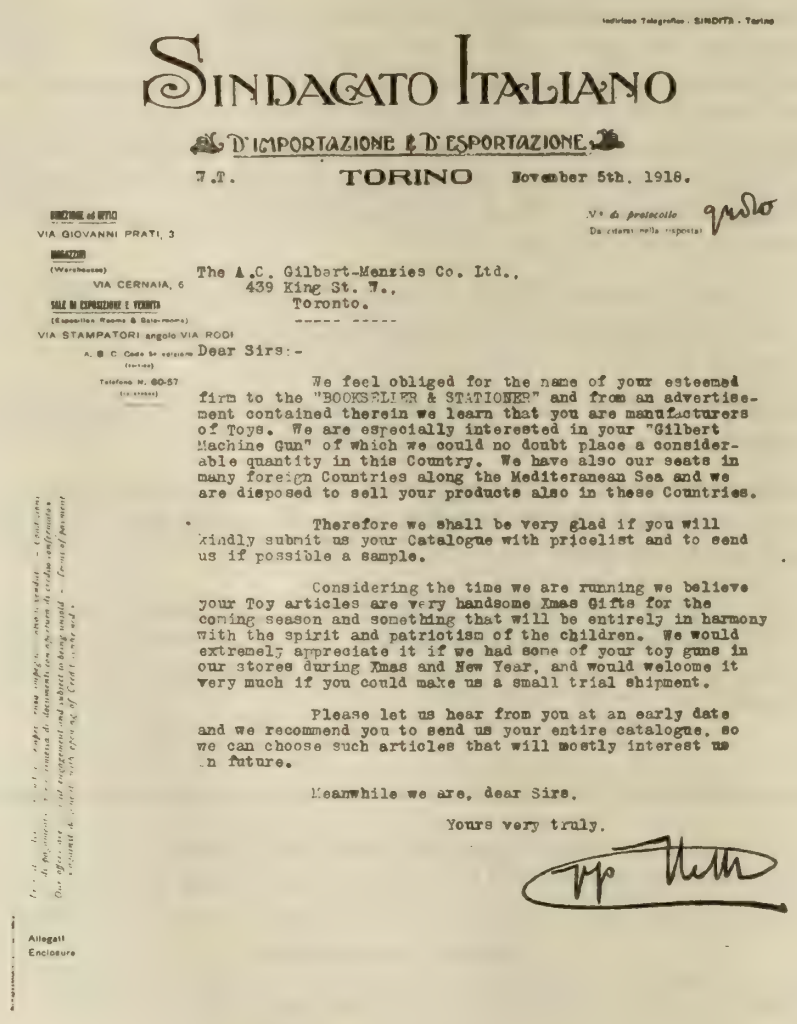
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By Arthur Stringer
The Outlaw - - - - - - - - - - By Robert W. Service
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. JANUARY, 1919 No. 1

IN THIS ISSUE

There's Big Business Ahead of Canada.
A Survey of the Present Situation.
Enormously Increased Book Costs.
What Some Leading Retailers Say.
Canada's Progress in Toy Making.
No Ground for Fear as to Coming Days.
Increasing Business by Special Sales.
Confidential Talks With Young Salesmen.
Best Selling Books of the Month.
Importance of Carrying Goods in Stock.
Need For Accurate Stocktaking.
New Goods Described and Illustrated.

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¶ Leading Toronto Booksellers sold out their original supplies within a week of publication and re-ordered in larger quantities.

¶ Principles set forth in this work were adopted at the Important Chambers of Commerce Reconstruction Conference at Atlantic City in December, attended by representatives from all parts of the U.S. and Canada.

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There's Big Business Ahead of Canada

CANADA is glad that the war is over.

War business was good. But back of it all there was a feeling in the heart of every man worthy of the name that there was something undesirable about the business. It meant employment—it meant dollars—it meant big money—it also meant death, mutilation, suffering and heartbreaks.

Industrial Canada longed for the day when the word "war-trade" should be removed. It meant less business, some disorganization, some loss. But away and above that it meant the removal of that nightmare that had haunted Canadian firesides for endless months—the casualty list.

So when you are minded to mourn the loss of war orders, put the two things in the scales, stand back and look at them. There they tilt, dollars on one end of the beam, lots of them—on the other our own men and boys, our sons, brothers, fathers and friends. It doesn't take long to decide, does it? We gladly reach out the hand, and, brushing the dollars aside, welcome back the civilian soldiers to our midst.

Canada's war achievement in the turning out of shells, fuses, airplanes, ships, and all manner of munitions and supplies, has been remarkable.

When Canada turned to shells the impression seemed to be that a few tinkers had gone crazy.

The number of people who accepted it as a fact that Canada could solve the problem, reach capacity production and keep the product to the high standard necessary, were few and scattered.

The pioneers soon proved that it could be done. The circle of shell plants widened, and it became an accepted fact that the Canadian shell shop was a great, big, strong link in the Allied chain that was going to put an end to Kaiserism.

And now for the future?

Don't make the serious error of thinking that recovery is the work of a day or a month.

Along with the rest of the world, Canada has been war-sick. The doctors in charge, Foch, Haig, etc., have announced that the patient is going to recover. Canada is recovering, and her tremendous resources, her financial position, her broad acres, her powers of construction, and the initiative and determination of her own people will work wonders.

There is, perhaps, a tendency to hold back in some cases, to see what is going to happen, to watch what the other fellow intends to develop. When you find a lot of men holding back it's an easy matter for one courageous chap to step out and take a lead that it's mighty hard to take away from him afterward.

If you've made money during the war period, remember that it was from an abnormal cause. Remember that your money was made while others were getting shot and shot at. Remember that there is a responsibility on your shoulders that you dare not discount, and a burden for your back that you dare not shift.

There is big business on ahead. And it is for him who prepares for it. This preparation calls for study, for investment, for patience. You owe it to the man who shouldered a gun and went away to fight your battles to see to it that he has a decent place to live in when he comes back. Don't let him return to the place that urged or forced his enlistment, and cheered his departure, only to find that it's a barren and a jobless land.

Be as liberal and brave with your dollars as you expected him to be with his life and limb.

Canada is a great country—a wonderful place. It needs sane and careful development. It needs to be turned into a good place for the man who wants to do an honest day's work and into a mighty poor place for the man who wants to loaf or camp on the necks of his fellows.

There's a big gap between the farming interests and those of the manufacturers. There are men abroad, who for purposes of political expediency, are making it their business to dig trenches and build barriers between these two great interests. They do not want the farmers to understand or appreciate the problem of the manufacturer, nor do they desire the manufacturer to be in a position to become familiar with the business side of farming.

The longer the farmers and manufacturers fight each other, the better pleased will be the political pirate.

There is room in Canada for farmers and manufacturers. They are both here now and they are going to be here in large numbers in years to come. Their best interests are going to be served by a mutual understanding and a cessation of small squabbling for political purposes.

Canada is going ahead. Canada is not going to the bow-wows. Make that your starting point. If you've got any doubt on your mental slate, reach over and dip your rag into the big pond of optimism and get that slate right.

Get your eye on the big business of the future. It's there just as sure as Tuesday follows close on the heels of Monday. But it's for the man who is brave enough to go out and get it. There's not much brought in these days to the doorstep of the man who shivers at problems that to bigger men look like golden opportunities.

A SURVEY OF THE PRESENT SITUATION

What Has the Immediate Future in Store For the Book and Stationery Business?

This Peace Number of the trade newspaper, with its significant contents dealing with the present state of flux and the problems business men are about to face in the readjustment period following the end of the war, is one of extraordinary interest and outstanding importance. The messages from representative members of the trade, manufacturing, wholesale and retail, which form the symposium constituting a survey of the present situation and the prospects for the coming days, are marked by a uniform spirit of optimism and faith in Canada, and the whole tone is such as to engender a strong feeling of confidence in the outlook for a continuation in the coming year, of the high degree of prosperity that has been so marked in the book and stationery business throughout Canada in the year that has just closed. The dissemination of the sentiments of these significant messages throughout the country cannot fail to prove a source of inspiration that will tend to dispel all misgivings which might possibly arise as to what the post-war days have in store, and to substitute a "be-up-and-doing" for a "wait-and-see" attitude.—THE EDITOR.

New Six-Story Plant Spells This Firm's Confidence

Perhaps the best indication I can give to show our firm's confidence in the future of the stationery trade in Canada is to mention that operations are to begin very shortly for the erection of a new six-story addition to the Copp-Clark Co.'s present manufacturing plant adjoining the warehouse, and that this will mean not only extensions of the different departments already in operation, but that certain new stationery lines will be manufactured.

Looking to the year ahead of us no let-up in the fine business we have experienced in the trade during the past few years seems to confront us and I look for a comparatively rapid readjustment of the industrial world from war to peace. My views coincide with those of the economists who believe this country to be facing the period of extraordinary prosperity following the war. Prosperity for general business invariably means good business for the stationery trade, so I am not worrying in the least over the problems of reconstruction; there are none, as far as we are concerned."

THE COPP, CLARK CO., LIMITED

Arthur P Reed

Manager, Stationery Dept.

Thinks Big Business Will Be Done

Even though there may be a short time of reflection upon the part of some, Ernest Dawson, of the wholesale manufacturing stationery firm of W. V. Dawson, Ltd., is of the opinion that business conditions are likely to remain solid. Mr. Dawson is not given to inflated optimism at this time, but he does feel that a lot of business is going to be done and has good support for his outlook.

In the first place the sale of goods of their manufacture had been large in November, and it was early in that month that the armistice was declared. In some respects the business had continued so heavy that the staffs had to work overtime to execute orders. The sale of some lines had continued very large. Even at the present time it was probable that increased accommodation would have to be provided.

Export Will Develop

One feature of the continued business that is looked for will result from increased export demand. Enquiries have been coming to hand and facts go to show that there is an actual scarcity abroad of various lines of paper. In some parts of Europe the market is severely bare of supplies and so soon as transportation can be secured conveniently, Mr. Dawson believes that a very considerable volume of trade will be forthcoming. This would, indeed, be sufficient to offset any temporary cessation of demand at home. But he does not anticipate that there will be any marked decrease in business here. Papers are scarce, and have been for a long time, so that supplies have not accumulated.

What of Prices?

Asked as to the price outlook, Mr Dawson stated that he did not expect there would be any change to speak of at present. Deliveries from the mills could not be made in anything like the quantities that manufacturers required. One large producer with a capacity of one hundred and fifty tons per day had said that he would not worry about the sale of his paper, and this man was making a good deal of the ordinary grades. There was so insistent a demand from many different sources that prices were very unlikely to be greatly modified, if at all, for some time.

That there seemed to be a reasonably good spirit among the retailers was voiced by Mr. Dawson. Orders had been received right along and these, with the possibilities of greater business expansion abroad, would make for a bright future. Good, straightforward, and sound business policy would carry the trade through in a satisfactory manner.

"It's Up to the Individual," Says Thos. E. Menzies

439 King St. West, Toronto.

Editor, Bookseller and Stationer:

In response to your request for a letter on "The Coming Days," my reply is, "Let 'em come."

Personally I am not reading the newspapers or bank presidents' addresses to ascertain the prospects of trade.

I know from the unmistakable signs all around us that we have to prepare for the biggest and most prosperous year in the history of Canadian trade, and I am laying my plans accordingly.

During the time I have been engaged in this business, running now within a year of two decades, I have come into contact personally with the stationers and fancy goods dealers from coast to coast, to a greater extent than most. I have learned in that time to appreciate the pluck, perseverance and enterprise of the men and women engaged in our trade. With this in mind, I have no misgivings but that a large percentage will realize the promise of that prosperity which the "after-the-war" period will produce.

The qualities that wrung prosperity from the war conditions, when applied to the conditions of the reconstruction period, will produce a greater and more secure prosperity than our trade has ever known.

In my humble opinion it behooves the merchant to make so much of the exceptional opportunities of 1919 and 1920 that he will have a surplus piled up for all eventualities of the aftermath.

The whole problem is up to the individual. May we all prove equal to the task of making the coming year more prosperous than any that has gone before.

MENZIES & CO., LIMITED,

President.

Shortage of Labor Handicapped Production

Editor, BOOKSELLER AND STATIONER

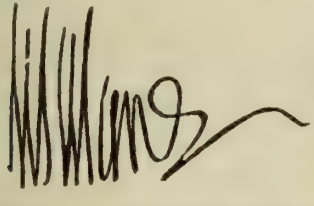
Newmarket, Dec. 28, 1918.

As to the general trade of 1918 as compared with previous years we have been so short-handed in our general lines

that we have not been able to do as great a volume of business as we have in other years, although on account of increased cost and consequently increased selling price, the value in dollars and cents is much greater. A good many of our employees enlisted, and being specially trained men, the most of them having been with us during nearly all of their working lives, we have found it impossible to replace them, but with their return we look forward to an increased output, and as to the coming year we cannot but feel that it will show satisfactory results, if the general situation is properly handled by manufacturers, merchants and consumers.

Owing to the lessened production of all articles that did not directly contribute to the war, the majority of ordinary commodities are short on the market, and these commodities that are short will have to be gradually replaced until stocks are back where they were and in normal condition. The present high cost of manufacture, owing to high cost of labor as well as inefficiency of labor which has had to be substituted for more skilled labor, in many instances called to war, will undoubtedly continue for some time and a great many people believe prices will never go back to the point where they were before the war, and this will apply to wages as well as the cost of manufacturing and otherwise producing goods. We do not look on the future in any other than an optimistic way, with a willingness to do our duty.

WILLIAM CANE & SON CO., LTD.,



SOME SOUND ARGUMENTS FOR TRADE OPTIMISM

Optimism regarding the general business situation and the outlook is expressed in a statement issued by Frank Mutton, vice-president and general manager of the International Business Machines Co., Toronto, in which he points out that throughout the country there is a shortage of necessities and a great shortage of comforts and luxuries. This he believes will mean a demand for the products of the nation's factories which will absorb available labor. Following are some points which Mr. Mutton emphasizes as indicating why good times should continue:

Our Government have to the credit of our army overseas some sixteen million dollars of deferred pay; further, the Government will pay over three hundred thousand men three months' extra pay when they are discharged, amounting to over forty-five million dollars.

Soldiers' dependents are to get three months' special allowance, which will amount to over thirty-three million dollars, and aside from this, each soldier will be given $35.00 for a suit of clothes, which amounts to another ten million, five hundred thousand dollars.

These items mentioned alone total nearly one hundred and five million dollars, all of which will be spent in Canada. Had it ever occurred to you there is not enough suit cloth in the country at present to make sufficient civilian clothes to supply our soldiers if they were home, to say nothing of underwear and all the other accessories?

The railroads, the street railways, in fact every public utility are run down to the heel in their equipment, which will also mean a tremendous demand to fill their requirements. The municipalities throughout the country have had all their local improvement work held up for over three years, which will mean a further demand.

It will not be long before Canada, for the size of its population, will be among the leading nations of the world in export trade, and from other countries will come to us as many orders as we are physically able to take care of, which will be an important factor in the greater development of our manufacturing and needs for labor.

"Period of More Profitable Business Is Coming," Says Barkerding

Dealing with question of increased prices of standard goods in the commercial world through the exigencies of conditions resulting from the war, and discussing the question of whether the higher prices would be maintained in the post bellum period, and whether benefits would accrue from the continuance of these higher prices, A. H. Barkerding, vice-president and general manager of the firm of Mittag & Volger, of Park Ridge, New Jersey, had some interesting things to say. He said he thought it could be shown that there were many articles on the market which in the past have been sold at too low prices, on account principally of severe competition, which has resulted in price-cutting. "The war," he continued, "has compelled an increase in the selling prices of such goods, and I think it can be readily determined that the prices of such goods will never again go to the low levels that prevailed previously. There are many things in common use and of an estimable value, but are not regarded so for the simple reason that we accept conveniences so readily. We take them, in fact, as a matter of course, scarcely ever giving any thought to the inventive genius that has made possible the use of these things. We are surrounded by wonderful inventions that only a few years ago would have been thought impossible. Yet we use them every day as a mattter of course, and perhaps never give any thought to the inconveniences that we would suffer without them.

"I am particularly impressed with this idea from the standpoint of my own business, that of manufacturing typewriter ribbons and carbon papers. I am compelled to realize the immense importance of these two apparently simple articles, yet the most indispensable in the efficient conduct of business. But yet, how little importance we attach to them, regarding them in the light of being very common material. But stop to think a moment, how would it be possible to conduct the business of the country generally without the use of writing machines? To use a writing machine you must have the typewriter ribbon; to make duplicate copies on this machine you must have carbon paper, but in the past there has been no standard of value attached to these goods. But the war is changing all of that; therefore, I cite this particular industry as an example. It will mean that after the war these goods will assume the place that they should. They will have acquired a standard of value. In other words, the present increased prices at which these goods must be sold will have helped stabilize them.

"In future a person purchasing a typewriter ribbon and paying a dollar for it, or a box of carbon at $3.00, $3.50 or $4.00, will recognize that he is getting value received and that the wonderful service that these articles afford is in excess of the amount paid for them.

"This illustration will also aptly apply to many other goods, because it is notably true that we prize much more highly those things for which we have paid a good price than something that is cheap. This stabilizing of values will also be of immense benefit to the manufacturers. This will enable them to make a margin of profit that will put their business on a sound basis and then in turn will prove a great benefit to employees, because it is true that when a concern is prosperous they are disposed to be far more liberal, even to the extent of sharing a certain percentage of the profits or the giving of substantial bonuses, and co-operation of that kind will undoubtedly be demanded in the readjustment of matters when the war is over. We should now begin to devote thought and attention to matters of this kind, and in that way prepare ourselves to meet the unusual conditions that will certainly confront us during the reconstruction period. But it is my belief that this period will be followed by an era of better times and better conditions than ever existed before in the history of our country."

Montreal House Expanding

Montreal, Dec. 28, 1918.

Editor, BOOKSELLER AND STATIONER.

Dear Sir,—

I am in receipt of your post card of recent date asking for a message for your publication of the January issue of the BOOKSELLER AND STATIONER, and will say that my Christmas trade was better for 1918 than any previous year.

I am one of those who look for a continuance of good business during the adjustment period following peace, and believe that after this adjustment has taken place business the world over will be as good, or even better than it was before the war.

To give you an idea just how I feel about it I will say that I am organizing a limited liability company called the "International Export — Import Company, Limited," and at the present time am corresponding with the different countries with the idea of trading with them as soon as they are in a position to handle business following the adjustment period.

I received two enquiries through my advertisement in BOOKSELLER AND STATIONER, one from Australia, and one from Italy, for Violaphone gold point phonograph needles, one of the enquiries asking for quotations on an order of approximately $50,000 and the other a substantial order.

I might state that as soon as I am prepared to do business under the company name you will hear from me.

N. A. Lemuster

Sees a Vigorous Revival in General Advertising

539-543 King West, Toronto.

Editor, Bookseller and Stationer:

You ask us to give you a statement as to the outlook for the coming readjustment period.

From our viewpoint prospects were never brighter. Business has been good for the past year, but no one bought for future requirements; as a result, stocks are below normal. Christmas trade is reported heavy, which will further reduce goods on the shelves of dealers.

The same condition exists with the manufacturer. Material has been so hard to secure, and labor so scarce, that few have been able to fill orders complete or to build up stocks. In fact most of us are starting the new year with many unfilled orders for staple goods on hand. This applies to manufacturers and wholesalers in practically all lines.

The raw material situation is about the same. There is an actual shortage of almost all kinds of material, which, coupled up with the low stocks and unfilled orders, is going to make for busy factories for months. Besides, our factories are better equipped and better trained than before the war, so are able to reach out after export business as well.

What does all this mean to the retail stationer? The change from one class of product to another which many of our factories are making means new ledgers, new stationery, new office equipment of all kinds, and a most vigorous revival of advertising—which means more printing, more stationery, etc.

The change from khaki to mufti means an unusual demand for memo books, ring books, leather goods, etc., for it is the young man who buys this class of goods.

The return of the students to college and university means a big demand for school supplies, note books, etc.

Canada stands to-day before the world as a country, not a colony. A country that has proven its importance, its ability, its resources. Where we were known as a country of ice and snow, Indian and Esquimaux, we are now known for our undeveloped resources—for the richness of our soil, forests and mines, and as the country of unlimited possibilities. This means unusual attractions to the better class of immigrants, and speaks for a rapid increase in population.

This is only a short resumé of conditions as we see them, and only a few of the reasons why we are so sure of prosperity for the whole Dominion.

The wise stationer is the one who takes proper notice of these conditions and prepares his stock and organizes his selling force to get after his share of the good things to come.

LUCKETT LOOSE LEAF LIMITED,

J. Luckett

President.

A Year of Opportunity

William E. Coutts is among the men of the trade who look for even better things in 1919 than were realized in the banner year that has just closed; and is making his plans accordingly. The almost absolute depletion of stocks through the country so far as greeting cards are concerned, he considered, could not fail to produce business for the coming year in greater proportions than ever before, and the retailers would have the advantage of beginning with absolutely fresh stock; consequently theirs would be a rare opportunity for an exceptionally advantageous year in this department of their business.

1919 To Be Banner Year

Toronto, Ont.

Editor, Bookseller and Stationer:

1918 Christmas trade was the best in our 16 years' experience. We look forward with every confidence to 1919 being at least as good, and possibly a better year.

Readjustment and reconstruction will provide ample and remunerative employment for every worker in Canada. The products of the farms, mines, forests, fisheries and factories of Canada are all needed, and needed in increasing quantities, and from this increased trade prosperity is bound to result. All our preparations are made with the full expectation that 1919 will be a banner year for business.

THE PUGH SPECIALTY CO., LTD.,

J. J. Pugh

President.

HALIFAX TRADE NEWS

Retail Christmas trade in the book business has been exceptionally good in Halifax, particularly with the newer novels, of which one firm sold out their entire stock.

T. C. Allen & Co. completely sold out of fountain pens during the holiday season and did not have enough to supply the demand, although their stock was larger than usual.

George Davidson, who has been connected with A. & W. MacKinlay, wholesale stationers, Halifax, N.S., died on Dec. 26th. Mr. Davidson was one of the best known stationers in the Maritime Provinces and had been forty years with MacKinlays.

In Next Month's Issue Further Letters and Interviews Dealing With the 1919 Outlook for the Book Trade in Canada Will Be a Special Feature.

WHAT SOME LEADING RETAILERS SAY

Unprecedentedly Good Holiday Trade—No Place in Canada For Pessimists—Avoid Carelessness—Watch Prices

Expresses Appreciation

Editor, BOOKSELLER AND STATIONER.

We gladly avail ourselves of your offer to give a message for publication in the January issue.

First.—We desire to congratulate you on the up-to-dateness of BOOKSELLER AND STATIONER during the year. We scan its pages every month with keen interest and much profit to ourselves.

Secondly.—We desire to convey good wishes to the Canadian wholesale booksellers and stationers who have given us such good service during a very trying year.

Thirdly. — Notwithstanding the terrible epidemic which hit all the retail trade very severely, our year's turnover compares favorably with previous years and we are among those who look for good business in 1919. There is always business for those who hustle for it and we are going to "hustle."

Yours very truly,
RUSSELL LANG & CO., LTD.

Must Watch Prices

Ottawa, Dec. 28, 1918.

Editor, BOOKSELLER AND STATIONER.

Well, yes, we certainly did a very fine business this Xmas time, by far the largest we ever had. We don't see why business should not be good in the coming months; a large section of the people have money—either made it or saved it, and the returning men are to have six months' pay from the time they land home. This should help all round to keep any distress away until the factories have readjusted themselves to the times. Then look how short we all are of merchandise, and have been so for months. From what the manufacturers tell us, they are all waiting for more help to get actual orders filled, to say nothing of a reserve. The hardest job for the retailer in the immediate future will be to watch prices. Travellers will be coming round shortly selling for next fall, by which time the present high prices should be down somewhat. As manufacturers will naturally quote prices on present cost of goods we retailers will need to be careful.

THOBURN & ABBOTT.

Kitchener is Prosperous

"Away ahead of any previous year," is how J. C. Jaimet, of Kitchener, sums up the Christmas trade just concluded, and the same was true of the whole year as compared with records of preceding years since the Jaimet store was established nine years ago. The increases were great in both book and stationery lines, and a particularly fine trade was done in leather goods lines.

The prosperous year which the numerous factories in this manufacturing city have had, assures a continuance of good trading, which is further accentuated by big extensions to established factories which are definitely planned, as well as entirely new manufacturing plants. For instance, the Kaufman Rubber Co. are to enter the automobile tire manufacturing field and are fitting up a big new factory; and the Dominion Tire Company's $500,000 plant is to be practically doubled in size and capacity.

Avoid Carelessness

Stratford, Dec. 26, 1918.

The Editor, Bookseller and Stationer:

With reference and replying to your communication, we are pleased to be able to tell you that our Christmas business just concluded exceeds both our expectations and those of many years previous.

We certainly think that the bookselling and stationery business will have very favorable times in the readjustment period following the conclusion of peace, but this does not mean that any carelessness must enter into our methods.

PATTERSON'S BOOK STORE

No Place for Pessimists

Paris, Ont.

Editor, Bookseller and Stationer:

Our Christmas trade for 1918 was about forty per cent. better than any other year since our business was first established over thirty years ago, and the year 1918 was by far the best in our history. As for the future, our opinion is, that after the peace terms have been finally settled and readjustment effected Canada will have a wonderful period of prosperity. Now is the time for action and encouragement. There is no place in Canada for the pessimist.

J. H. FISHER & SON.

Exceeded Expectations

Oshawa, Ont.

Editor, Bookseller and Stationer:

We found Christmas trade, and trade in general, exceeded our expectations. With regard to prospects for 1919, I think that trade will be as good, or even better than during the war years, but would not advise any one to stock up heavily, but to go along carefully. In fact I can see nothing but brighter and better prospects in Canada for a few years yet.

THOS. HENDERSON

No Fear as to Future

Port Hope, Ont.

Editor, Bookseller and Stationer:

Business has been very good during the present month, much better than in many former years. We see no reason to fear as to the future.

W. WILLIAMSON & SON

Best in Twenty-Five Years

Guelph, Ont., Dec. 23, 1918

Editor, Bookseller and Stationer:

The December business has been far beyond my expectations and greater than any month in twenty-five years; in fact it is the first time we have not had some lines that were slow and draggy in their sale, making us do some special advertising to help them along. If anything, we have almost a shortage of some goods that would be saleable if in stick. In enclose my ads. for the 21st inst. to show our satisfaction with conditions. As for the future I am too much of an optimist concerning Canada's greatness to think that there will be any heavy depression in business now the war is over; possibly in a year the change of manufacturing conditions might cause a slight depression, but I do not think it will ever be sufficient to upset the retail trade to any extent that would be called alarming.

C. L. NELLES.

All Records Eclipsed

Editor, Bookseller and Stationer:

Christmas trade has been enormous, beating all former years. Our increase for December (holiday trade) over 1917 will be over 50 per cent.; over 1916, 77 per cent.; over 1915, 109 per cent., and over 1914, 130 per cent.

Our increase for the year will be over 20 per cent. ahead of that of 1917, and 128 per cent. over 1914.

Our business on the Saturday before Christmas ran over four figures, with 2,538 cash sales, which we believe for a city of 20,000 is a record that will not be beaten in the whole Dominion.

With reference to the outlook for the coming year, we believe it will be better than ever before in the history of the Dominion. With the wiping off of the 7½ per cent. war duty and a large reduction in the tariff which is bound to come, the time having passed when the manufacturers will be able to hold the strings of Government at Ottawa, stationers can look forward to much larger profits than for the past four years.

With the changes we contemplate making in the business here after the New Year, we confidently look for an increase of at least 50 per cent. for the year 1919, and would ask that you make a note of this in your diary for December, 1919, so that when you send out your similar enquiry re the business of that year as compared with this, you may see just how much we are out in our reckoning.

The College Book Store.
J. NASH.

Good Business Ahead

Frederick W. Goodchild, publisher, Toronto, speaking to BOOKSELLER & STATIONER of the coming year's prospects for the book trade, considered that

1919 would see a far greater demand than ever before for technical and business books, one circumstance strongly tending to bring this about being the marked inclination on the part of soldiers to take up courses of reading and study to fit themselves for better positions when they return to civil life than they held before joining the colors.

Mr. Goodchild predicted also that there would be a better demand than ever for reprint novels, and altogether he saw good business ahead for the Canadian book trade.

Look For Good Book Year

W. A. Gardner, sales manager of J. M. Dent & Sons, looks forward to a good year in the book trade in Canada and that the house he represents backs up his views is shown by the aggressive manner in which the sales department has been organized for the coming year with the appointment of Frank Matthews as representative in the far West with show rooms at Calgary; Albert Victor, middle West, with show rooms at Winnipeg; Duncan T. Hargraves, in the East, with show roms in Montreal; while J. G. Gulliford will cover the Province of Ontario for the head office in Toronto.

The Spirit of the West

Editor, BOOKSELLER AND STATIONER:

We are pleased to report that in spite of the "flu" epidemic and general unsettled conditions of business we have had much the best Xmas business in our history. Sales of books and gramophones were particularly good, though sales of practically all lines we carry were very good.

As this is an agricultural district, and the farmer is assured of high prices for all he produces for some years to come, we feel confident that business conditions will be very good in this district and throughout Alberta and the West generally, for some years to come.

We have unbounded faith in the future of this Western country of ours, and expect great development in the course of the next decade. We feel sure that the merchant who keeps pace with the times will share in the general prosperity.

Wishing you the Compliments of the Season, we are

Yours very truly,

THE GAETZ-CORNETT DRUG AND BOOK COMPANY,

Red Deer, Alta.

Canada's Progress in the Making of Toys

WHAT OF YOUR TOY TRADE?

Members of the trade are invited to write the editor telling of Canadian-made lines with which they have had good success and wherein Canadian manufacturers fall short, obliging them to purchase toys and dolls imported from the U. S. or abroad.

Interesting Comments by the Head of a Big Retail Store in Montreal—Believes in Encouraging the Making of Useful Toys

"WE are getting toys from the United States and from Japan," said the head of the Holland Co., of Montreal, in a recent interview, "but I am pleased to state that we are making great headway in Canada in the manufacture of toys. The dolls come from the States and Japan, but we are dressing them locally, and dressing them well. We have dolls dressed in every particular with everything complete as in life. These are much admired. Do you notice that the Japanese doll shows a hint of the East in the formation of the eyes? It is faint, but the immemorial East is there. They will get out of that, and, in fact, the Japanese are greatly improved as toymakers, so they are in the States, and so are we here in the Dominion. We have toys which are taking on form and a certain degree of complexity, made in Canada. We have, for instance, beautiful toy tables and chairs in white enamel—the best we ever had."

Mr. Holland said that the firm liked to encourage the sale of useful toys—toys of an educative character, but they had many that were highly ornamental at the same time.

"Toys made by the soldiers are more or less transitory in character, but there is no reason why we in Canada could not make as good toys as were ever made in Germany."

Mr. Holland said that the toys made both in the States and Canada were quite insufficient in quantity this year, owing to so many men being taken for the war and the difficulty of getting steel. The demand was very large for toys of all descriptions. The dolls were great favorites, but the whizzing airplane, the racing engine, that sort of toy enchained the regard of the small boy.

The Year's Showing

The total value of toys made in Canada in 1918 is estimated at $800,000—about double that of 1917. This output was from thirty-five concerns making toys. Six of these concerns began toy making in 1918.

The industry has been confronted with many difficulties in its comparatively brief existence. In some other toy-producing countries, such as Great Britain or Germany, the manufacture of dolls, for example, is greatly simplified by parts being secured from makers who specialize in a single phase of the industry. Doll-makers have been assemblers rather than manufacturers. By such specialization enlarged volume of production is possible, thus reducing costs. Such developments have not been entered upon fully in Canada yet. Eyes for dolls, for instance, are not made in the Dominion, but have to be secured from outside. Bisque sand has been discovered recently in Hastings county, and bisque dolls' heads are now being manufactured that are stated to be of fine quality. Similarly hair and other parts are now produced within the country.

The manufacture of wooden toys has ben a field in which Canadians have excelled. Various types of wheeled toys have been made, with considerable success. White enamelled wooden toys are turned out in fairly large number, comprising doll carriages, beds, etc. Mechanical toys of improved workmanship are being produced. Steel construction toys are being made in larger quantities and in more varieties than was the case a year ago. Fibre dolls, made of wood pulp, are proving to be quite attractive.

Most of the toys sold in Canada are of U.S. manufacture. The import figures for 1918 are not available, but in 1917 over $600,000 came from across the border, while Great Britain sent in around $100,000 worth and Japan about $80,000 worth. The latter country has been exporting increasing quantities of toys to Canada each year during the war, and the 1918 figures can be depended upon to show another substantial increase.

One estimate has it that about one-third of the toys now being sold in Canada are the products of Canadian toy makers. With the amelioration of manufacturing difficulties, the coming year should be able to attain a still greater measure of success.

A new edition of W. H. Moore's notable Canadian book, "The Clash," has been brought out.

Mary Webb's "Gone to Earth" is a new novel that is being well received in Canada.

"Pathetic Snobs," by Dolf Wyllarde, deals with the changing views and activities of women as influenced by the war.

Amos R. Wells, the well-known editor of "The Christian Endeavor World," has compiled "A Cyclopedia of Twentieth Century Illustrations." Dr. Wells' work contains more than nine hundred of these absolutely fresh illustrations pithily and brightly written, specially adapted for the use of preachers, teachers, Y.M.C.A. workers, or speakers in almost any field.

Editorial Chronicle and Comment



THE 1919 OUTLOOK

AS regards the immediate future of the book and stationery business, our feeling is one of unalloyed confidence. We are now passing through a period of transition, during which those who have been engaged in the war industries or taking an actual part in the war have to readjust themselves and settle down to peace occupations; but the demand for labor in every direction is so pressing that this condition of affairs does not appear to us to threaten any extended period of unemployment. Stocks in practically every industry are at a low ebb and it is likely to be some time before they can be brought back to their pre-war condition. Till this has been done there will be work for all who are willing to work, and at good wages. We, therefore, foresee no diminution in the purchasing power of the public and consequently look for a period of general prosperity in which the book and stationery stores will fully share. Different aspects of this same subject are dealt with in letters and interviews which appear in this issue. It will well repay every member of the trade to read all of these, and if any new points suggest themselves, the Editor would like to hear of them for use in the next or subsequent issues.

THE BIGGER DAYS AHEAD

NOT only are there good days ahead of the retail trade of Canada, having in mind the probable continuance of general prosperity in the post bellum period, but there are some guiding facts which go to conclusively prove that the stationery business is going to benefit in a very special measure.

There are several developments contributing to this outcome. First, we would refer to the general tendency toward higher prices. This has accustomed people to expect to pay more for everything they buy, and thus the stationery trade has been afforded a much-needed opportunity to definitely break away from hard-and-fast price standards, as for instance, in the case of such ordinary items of the stationery stock as paper and envelopes.

Another circumstance is a decided trend toward demanding the better grades of correspondence papers, rather than the very cheapest lines which had been considered all-sufficient by many stationers, especially in the smaller towns.

Everywhere now, stationers are finding that they can sell the higher grades—papers retailing at prices actually double the prices that they were prone to deem prohibitive in the pre-war days.

This awakening has been two-fold, in that besides influencing the purchasing public it has had a beneficial retroactive effect of bringing the retailers themselves to a realization of the fact that they can readily sell the higher grades of such goods. The same principle obtains as affecting, in different measures, the other classes of merchandise going to make up the average stationer's stock, and consequent the stationer has become a better merchant and the stationery trade a business of greater possibilities.

It must be kept in mind, however, that this new order of conditions has its problems as well as its advantages, and one essential fact that looms large is that there will be a greater necessity than ever for genuine merchandising ability. The little fellow content with a hole-in-the-wall stock of a-little-of-everything along the line of stationery, magazines, cigars and tobacco—you know the class of store we mean—will be able to carry on in about the same old non-progressive manner; but the book and stationery store that is to keep up with the march of the times is going to need the guiding hand of a merchant who is more capable, and who possesses a wider vision than sufficed in the small days of smaller business before the war.

EXIT TRASHY TOYS

THE days of the trashy and easily destructible toys that were so common, and the cause of so much annoyance and trade losses in the days before the war, are done. This result is a final justification of the attitude of those retail stationers who, years ago, decided to exclude this class of merchandise from their stores. But a new era in the toy trade has dawned since the momentous days of 1914, and the toy stock of to-day is most substantial in comparison. Not only that, but the development of the "constructional" idea in toy making has sounded a distinct educational note, and the result is a stock-in-trade that is infinitely more valuable, possessing proportionately greater possibilities for profitable trading. Along with this improvement in

the toy trade, has been manifested a similar advance in the potentialities of the doll trade.

The whole effect is such a revolution in the nature of this trade, that those stationers who in the past, with justification, dropped toys altogether, will ze well advised, providing the nature of their business at present permits, to again take up the toy business.

They will find that, with ready selling items running up in many instances to $25 retail and over, they will be most effectually complimenting the stationery business proper, which is cardinally lacking in what would seem to be the proper proportion of higher priced goods.

CHANCE FOR EXPORTERS

THE date for the great fair at Bordeaux, France, has been set for May 16 to 31, and a special invitation to participate is extended to Canadian firms. All exporters and manufacturers who are interested in expanding their trade not only in France, but in French colonial territories, should find this big commercial fair an excellent opportunity to get in touch with buyers. The Canadian Government is securing a number of spaces which will be at the disposal of manufacturers. It is stated that prospects are for better shipping conditions in the spring than have obtained for three years. Reconstruction materials are not likely, it is stated, to prove a business-getting line. What France needs for reconstructing its damaged industries in the north and east are, first, labor; second, credit; third, raw materials to keep French industries going; fourth, such special equipment for iron and coal mines, steelworks, textile mills, and other industrial establishments as France itself is not in position to make in sufficient quantity at this time; fifth, ships."

There is, obviously, no need of exhibiting or calling attention to raw materials.

GERMANY'S LATEST PLAN

WHILE no attempts have as yet been reported since the signing of the armistice to unload German made goods in Canada, it is regarded as quite likely that some cleverly disguised plans for doing this are under way. It is believed that German agents are still very busy across the line and the American Defense Society has issued the following: "The subtle agents of Germany are here to place German goods on the market and ultimately undersell our own manufacturers. We have fought Germany on land and sea and now have to fight her at home. The cheap goods from Germany are made at slaves' wages. We must protect our own industries in order to give employment to our returning soldiers." Backing up this line of action several thousand stores, among them some of the largest in the States, are displaying signs which read "No German Made Goods Sold Here." In New York city alone, these signs are prominent in over 700 stores. There have been many rumors that German firms were not prepared to give up their foreign trade and would resort to every sort of scheme to unload their goods. It might be good policy for Canadian retailers to keep a weather eye open for German made goods.

TAKING PERSONAL STOCK

IN the next couple of weeks many stationer merchants all over Canada will be taking stock. In doing this every merchant should not fail to take stock of himself, his assistants, his store organization and his store methods. Some proprietors have found on looking into the matter that they are neglecting executive work which needs their urgent and personal attention to take care of work that could be done just as well by cheaper help. Others have found that other methods than those they were using are being applied by leading firms to boost sales. Others have discovered opportunities for developing side lines which have turned out to be most profitable business builders. All these things are worth looking into. Are you a better or more efficient merchant than you were a year ago? Are you keeping as closely in touch with your community and its needs as you should? Can your store methods or the methods in any department be improved? Stock taking of this kind will often reveal points where improvements can be made that will make for increased business efficiency.

WILL THIS BECOME GENERAL?

A STEP that will be watched by retailers with special interest was taken this month by one of the greatest mail order houses in the Dominion. The firm announced that from now on its employees are to have every Saturday afternoon off and during the months of July and August all day Saturday. This may seem a radical step to take but it is one that may be followed before many years by many other firms, especially those employing large numbers of sales people. It is stated by many manufacturers who allowed employees afternoons off last summer on condition that the time be spent in war gardens, that the factory output did not decrease but showed a substantial increase. There is a general tendency on the part of large employers of help to better conditions and shorter working hours is one of the ways in which they are watching results with keen interest.

NO GROUND FOR FEAR IN COMING DAYS

Continued Sound Business Conditions, Ready Markets and Sustained Prices Are Ahead of the Trade in Canada

THE important question of the hour for the bookselling and stationery trade, and in fact for all trades, is, "What is business going to be like for the next year or two?" Everyone is convinced that ultimately Canada will experience a recurrence of her old-time pre-war prosperity, but what is to happen during the transitional period? Will that transitional period be long or short? Will it be a matter of weeks before our industrial workers can settle down to their peace-time avocations or will it be a matter of years? Have our industrial leaders made their preparation for peace with sufficient foresight to obviate any general dislocation of trade and commerce during the time necessary for conditions to readjust themselves?

Upon the answers to these questions depends the outlook for trade in general for the next year or two.

Ask the opinion of every business man you meet and you will find the matter is regarded in two totally different lights. The majority will tell you peace has not come upon us suddenly out of the blue as did the war in August, 1914, that although there will naturally be some slight dislocation of business, the demand for labor of every kind, both skilled and unskilled, is so great that work can be found for every one. That our industries which have been short-handed for the past two years will quickly absorb all labor thrown upon the market by the cessation of munition work, and still leave a large void which will not be more than filled by the men returning from the front. They point to the fact that before the war, with every factory and retail store filled with reserve stocks which have been drawn upon and exhausted in the last four years, there was even then enough work for all. How much more, then, they ask, is there likely to be work for everyone now that those stocks are depleted and have to be replenished.

Now for the Pessimist

Thus the optimist. Now for the pessimist, the man who knows not the use of rose-colored spectacles, but looks at things from the darker side. He can foresee only calamity. What is to become, he asks, of the thousands of munition workers who are now to be thrown out of work, after earning more than they have ever earned in their lives before? What is to become of our half a million soldiers? Where are they to find work? For every job that is vacant will there not be scores of applicants? This will bring wages down and impair the buying power of the public and thus business will suffer generally.

Now, which of these two will come out on top as the wise prophet? Frankly, the writer is inclined to plump for the optimist. His arguments appear to rest upon a sound basis, whereas the fears of the pessimist appear to be needlessly exaggerated. In the first place it will probably be a year or two before all our boys return, and it has been ascertained that when they do, about 40 per cent. of them have expressed a wish to go in for farming. These men will add to the productive power of the country and will also form a substantial addition to the purchasing community.

No doubt as regards wages, those who have been occupied in the munition plants will have to be content with a more modest remuneration, but this will not be an unmixed evil. There is no doubt that the high wages which have been paid in this line have been beyond the intrinsic value of the services rendered, and have also tended to render labor difficult to secure for other industries, so that a return to normal conditions will benefit industry in general.

This, you will say, is all very interesting, but it does not help us by telling us what conditions are going to be like in our own trade—the book and stationery business. Have we good times ahead, or will trade be slow?

Well, the book and stationery business depends pretty much upon the general prosperity of the country. If trade generally throughout the country is good people have money to spend on books, on stationery, on magazines, and the hundred and one other items that go to make up the stationer's stock-in-trade. And if the country as a whole is prosperous the bookseller and stationer is going to share in that prosperity.

Some business men, including retail stationers, were stricken with cold feet the other day in the midst of the general rejoicing over the signing of the armistice which practically ended the war. They stopped waving their hats and shouting and began to wonder, fearfully and with bated breath, what was going to happen to them. They recalled reading and talking of the vast readjustment to peace conditions which must take place, and leaped to the prompt conclusion that this readjustment would hit them squarely between the eyes, in a business way; and, consequently and naturally, from this conclusion they decided that they had better draw in their horns, retire into their holes, and otherwise get ready for trouble.

Fortunately the average stationer is not widely extended in the matter of orders for goods—not widely enough most of the time. He is a careful, not to say a stingy, buyer, and does not put himself in a position, as a rule, to get caught in the sort of thing which greets the speculator who bought on a high market and has to sell on a falling market. But, at the same time, the fact that hundreds of stationery items are made of paper, a commodity which has had its ups and downs during the past year or so, and that prices have been high, served as sufficient basis for some of this panicky feeling on the part of many retail stationers.

Fortunately, however, most of the trade are level-headed citizens, who refuse to permit themselves to be stampeded, even by their own fears. They realize that while changes will undoubtedly occur incident to the change from a peace to a war basis, these changes will for the most part be slow, and carried out in such a manner as not to injure business; and it is the opinion of some rather far-sighted stationers, moreover, that the process will be completed with the minimum of damage and the maximum of good to them, the retail stationers, as compared with some lines of business.

Post Card Prospects

Picture postcards is one line to which, in the near future, it should pay the retailer to devote special attention. A large number of our returning soldiers are bringing back with them wives from the Old Country, and they will undoubtedly be eager to send their relatives pictures of their newly-adopted country. This desire may be catered to with profitable results by every retailer in the trade. It is of course a line which must be fostered and developed, but it is one which, if properly looked after, offers attractive possibilities.

It should not be overlooked that, with the return of peace, competition in every line of business will become keener. During the past year or two the shortage of labor and of raw material has resulted in such a scarcity of goods of all kinds that the element of competition which ordinarily enters into business transactions has been to all practical extents and purposes eliminated. The average purchaser has become accustomed to take what he could get and be glad he could get it. He has been far from exacting in his demands.

Take leather for instance, to mention only one item. The abnormal demands of the Allied armies were just beginning to affect the supply of all articles made from this material and the shortage promised to become very acute in the near future. The end of the war will change all this, and with production at a high point and the war demand eliminated, depleted stocks will soon be replenished and competition will once more become a potent factor in retail business.

It is a factor, however, which the live retailer will regard without apprehension. He will prefer trade conditions under which he can get ample supplies at reasonable prices to that state of affairs in which he has to pay a high price for everything, and even at that

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INCREASING BUSINESS THROUGH SPECIAL SALES

Breaking the Routine of Regular Business by Means of "Special Sales" is Found to be Good Merchandising—How Several Philadelphia Stationers Conduct Their Sales

By ROBERT F. SLADE, in "Geyer's Stationer"

EVERY stationer, no matter how small or how large his establishment may be, can conduct special sales of various stationery goods with successful results. It is all in holding the sales during the proper seasons of the year, and in offering things which are in particular demand in the neighborhood where the store is located. After a careful study of the stock in the store, and the local conditions of the neighborhood, the stationer can easily plan a special sale which will be the means of attracting many new customers

Suppose, for example, that the stationery store is situated in or near the business district of a city In this instance the special sales should consist of stationery goods which are of use to the average business house. Specialties such as blank books, ledgers, loose leaf forms, waste baskets, manifold paper, carbon paper, etc., are just the correct lines to boom in this section of the town. There is a great variety of other stationery goods which can be featured in the stationery store located in the business district. We mention merely a few things by way of suggestion.

To make a special sale of unusual attraction, the stationer should arrange an exclusive window display of the line being advertised, and the sale should be in progress for only a limited period. Consider blank books as a good "special" which can be "pushed" during any season of the year. Fix up a handsome display of the blank books in the bulk window. In back of the exhibit have a spacious sign reading:

SPECIAL SALE OF BLANK BOOKS

All Prices Reduced for
Two Weeks Only.

All Sizes. All Styles. Every Book is of the Best Quality. Buy Now!

In addition to having the show window exclusively trimmed with the blank books, have also in the front part of the store one or more tables stocked with an assortment of the books. Neatly hand-lettered signs, worded to suit the occasion, and suspended above the tables, help in directing the visitor's attention to the special sale. If there are a few shop-worn or slightly imperfect blank books in the stock, place them on a smaller table and offer them at reduced prices with a sign reading, "Slightly Shop-worn Blank Books at About Half Usual Prices. Your Opportunity to Save Money."

One of the Philadelphia staioners recently held a "Combination Sale" of carbon paper and manifold paper which terminated successfully. One hundred sheets of the carbon paper and five hundred sheets of the manifold paper were offered together at a reduced figure, and the offer stood only during the month in which sales were being advertised. Lamb Brothers, Philadelphia, have special sales of various lines during all months of the year. One of their recent specials was a dozen lead pencils, reduced in price for a limited time. The main show window was fixed up with the pencils arranged in interesting order. Many people came from a distance to take advantage of the offer. The Lamb store is located in one of the liveliest business sections of the Quaker City. Crowds of people are constantly passing the place and the special sales always attract a large number of buyers.

The proprietor of a medium-size stationery store which is located near a residential section of the city, is taking advantage of the special sale idea with profitable returns. One recent special sale was toilet paper, offered either six rolls or a dozen rolls, at slightly reduced prices. It was surprising to see the many people who came to buy the paper. It is a fact that many of the patrons bought other stationery goods in addition to the toilet paper. This is one strong selling point of any special sale. Many extra sales of different things are made along with the special.

The William H. Hoskins Co., Philadelphia, one of the largest stationery firms in the country, usually hold a special sale of commercial stationery during the month of August. Leather goods are featured in another special sale. Still another special sale is made up of office furniture. All of these sales have been successful, and they have been the means of winning a great deal of new business for the Hoskins store.

During certain seasons of the year the William Mann Co., also of Philadelphia, offer their trade-marked manifold paper at tempting prices. This paper is advertised in the daily newspapers, and while the advertisements are appearing the Mann Co.'s show windows are trimmed with exhibits of the paper. The Mann Co. have held special sales of various kinds of stationery goods, such as transfer cases in both steel and wood; fountain pens, loose leaf outfits, etc. This is strictly a commercial stationery house and only the highest grade of product is carried.

It would be an excellent plan for the average stationer to have a special sale of some kind every month of the year. The public is always interested in any unusual sale where there is an opportunity to save a few pennies. One reason why the great department stores have been so successful is because of the special sales which are conducted so frequently. Now when the stationer announces a special sale (no matter what class of stationery is involved), the public's attention is directed to the stationer's store in a particular way. There is no more powerful advertisement for any retail store than a "live" special sale with a few real bargains. New patrons are attracted to the place. They come to buy the "special," but in glancing around the store they see other desirable articles which are "just what they had been looking for."

So why not a special sale of home stationery for the month of January; a special sale of novelties and fancy goods for February; some other line for March, and so on? Try out the idea, Mr. Stationer.

NO GROUND FOR FEAR IN COMING DAYS

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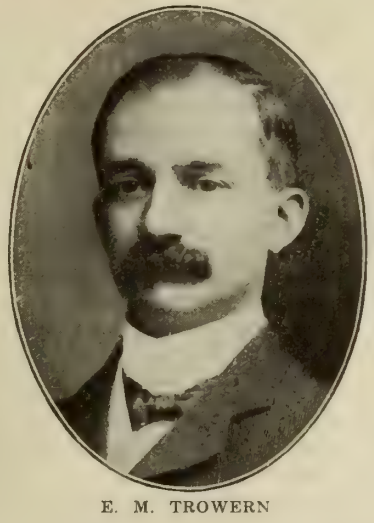
has a difficulty in securing what he requires. Competition has been described as the soul of trade, and no dealer worthy of the name will fear its effect on his sales.

To sum up it may be said that if we are prepared to face the new conditions squarely, the future is full of hope; there need be no dismal forebodings nor critical situations. Notwithstanding the dislocation of business which may be occasioned in the transition from the conditions of war to those of peace, there is a bright future ahead with plenty of work for all. This means that the public generally will have the means to buy what they want and the retailer can therefore look ahead with every feeling of confidence.

It is better for you to have one good trade-winning idea a week and put it into practical use than to have a dozen every day that are never put into action.

The only kind of advertising that does not pay is that which is improperly done. Good advertising is an investment that returns a profit. It is never an expense.

The best goods are the cheapest in the long run. There is now more competition in quality than there is in price. It will pay you to sell the better grades of merchandise.



E. M. TROWERN

Trade Regulation
by Order-in-Council
Must Be Abolished

By E. M. TROWERN, Ottawa
Secretary Dominion Board
The Retail Merchants' Association of Canada

IN view of the fact that the Government Order-in-Council No. 2461, which was passed on October 8th, 1918, and which amended a similar Order-in-Council No. 2777, passed on the 10th and 20th November, 1916, relates to the operations of the retail trade throughout Canada, as well as to manufacturers and wholesalers, it will, no doubt, be of interest to the trade and to the public to know some of the salient points of the said order, together with some comments upon the same.

The above Order, as far as necessaries of life are concerned, repeals section 498 of the Criminal Code, which was placed upon the Dominion Statutes some years ago by the members of the Commons and the Senate, and which has always contained some very contentious and complicated clauses. It, however, contained some safeguarding clauses which have been entirely brushed aside in the new Order-in-Council, and new clauses have been introduced that are not only absolutely unfair, but which are also unworkable.

On the face of the Order-in-Council, it can be seen at a glance that those who conceived the idea had very little, if any, knowledge of the many great commercial problems that those who have been, or are, practically engaged in trade, are familiar with.

The objects to be reached by the Order are, therefore, dense and clouded, and the legal drafting is fully in keeping with the objects. It would be impossible for any lay mind to take up the Order and explain it clause by clause, as the objects sought are surrounded by so many exemptions and contradictions that if by any chance its operations should entangle any person or company, and they should find themselves before the Supreme Court, the Judges could never give a clear ruling on the Order, but they would be compelled, if they did not dismiss the case, to base their judgment on the evidence in the case presented to them, rather than on the Order itself, as we are quite certain that its complications and contradictions would confuse and mystify even that learned body.

The Order starts out in the usual way and defines the meaning of the words "Council," "Minister," "Necessary of Life," "Municipality" and "Person." Its operations are placed under the Minister of Labor, but for what reason it does not explain. It then sets forth some outwardly very drastic clauses, which, to the uninitiated, would look as though those who drafted it were so thoroughly in earnest to trap all evil doers, and protect the "general public"—whatever that may mean—that the drafters were inspired with the highest of motives for the public weal. To those who have not had an opportunity of reading these famous clauses, which also appeared only in somewhat modified form in the old Act, we take the liberty of quoting them:—

(1) No person shall conspire, combine, agree, or arrange with any other person—

(a) to limit the facilities for transporting, producing, manufacturing, supplying, storing or dealing in any necessary of life, or

(b) to restrain or injure trade or commerce in relation to any necessary of life; or

(c) to prevent, limit or lessen the manufacture or production of any necessary of life, or to enhance or maintain the price thereof; or

(d) to prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation, insurance or supply of any necessary of life.

If these were the only clauses in the famous Order, we might well stop and ask ourselves, "What is there left for us to do? How can we do any business of any kind without 'agreeing,' 'limiting,' and, if necessary, 'enhancing,' 'arranging,' 'maintaining,' 'preventing,' 'dealing,' etc.?"

To Satisfy Public Demand

On the face of it, it certainly looks like a very serious undertaking by those who framed it up, but upon close observation it is the most beautifully camouflaged piece of legislation that has ever been handed out to the public, and we will not be at all surprised if those who are capable of exhibiting it in its true light before the Senate and the House of Commons, will present it effectively when the proper time comes, and, if they do, it will certainly make an interesting subject. Any legislation that is framed up to attempt to satisfy what is often termed the "public demand," but which is really done for the purpose of "vote catching," usually ends in disaster to those who framed it up, as well as to those to whom it was made to apply.

It requires no great commercial ability to understand that the foundation for the price of all articles that are manufactured or produced is based on the value of labor. Capital is merely "accumulated industry" or the tools which labor uses. If the price of labor goes up raw material must go up, and if raw material and labor advance the article produced must advance, and the result is that the manufacturer must charge more, and consequently the wholesaler and the retailer must charge more, all of which must come out of the consumer in the end. It must always be remembered that the service rendered by the distributor, either retail or wholesale, is as equally necessary and valuable as the service rendered by the laboring man or the manufacturer or producer. Notwithstanding these simple facts, those who framed this famous Order allowed the following clause, which was put in the old Act possibly for political purposes, to remain in the Order:

"(2) Nothing in this section shall be construed to apply to combinations of workmen, or employees for their own reasonable protection as such workmen or employees."

Class Legislation

The reason for its insertion is self-evident, but its justification cannot possibly be defended by any person whose intentions were fair and honest, and we feel quite sure that there is not one labor union in Canada, or an officer of a labor union in Canada, who would defend class legislation of this character. There is no doubt whatever that the officers of the labor unions could see the absurdity of the whole measure, and they asked to be left out of it, as they knew that it would only cause trouble and confusion. We compliment them upon their ability to escape from the entanglements into which they would have become involved had they been made a party to legislation of this character.

In simple English, it means that workmen of all sorts are allowed to meet, agree, combine, conspire or arrange among themselves or with any other person or corporation to increase prices, or strike or demand anything they want, but if those who manufacture or distribute their product do the same thing they can be fined "not exceeding five thousand dollars," or be imprisoned for a term "not exceeding two years." And all this is done in Canada, the land of the brave and the free.

Still Further Exemption

Not being satisfied to exempt workmen or combinations of workmen, the framers of this wonderful piece of legislation finally discovered that there was another important class in the community which is just beginning to make itself felt—the farmers and the gardeners —and after inserting clause (2), which reads as follows:

"(2) Every person who holds or offers for sale, or sells or provides or furnishes for consumption at a price, whether upon the premises which he occupies or not, any necessary of life, shall sell it or provide or furnish the same for consumption as aforesaid, at a price not higher than is reasonable and just," they then insert the following:

"(3) Provided, however, that this section shall not apply or extend to any accumulating or withholding by any farmer, gardener, or other person, of the products of any farm, garden, or other land cultivated by him."

Remember, these two clauses do not appear in the old Act, as the only exemptions in the old Act are given to labor unions, and this Order is supposed to give those who administer the Act wider powers during the war so that they can protect the public more fully than they were protected.

Only Retailers, Wholesalers and Manufacturers Affected

Having, therefore, exempted the working men and labor unions, and the farmers and market gardeners — the only persons to whom it applies are the retailers, the wholesalers and the manufacturers. It could not have been intended for the professional classes, as the medical men held a meeting a few months ago and they combined and agreed among themselves to increase their professional fees, and by unanimous consent they did so, notwithstanding that their class is not mentioned as one that is exempted.

As another example, the legal profession of Ontario, through their Association, waited upon the Premier of that province, the Honorable W. H. Hearst, according to the press reports, and stated that they were unanimously agreed among themselves that they were underpaid and that they required more money. Their request was considered and the Government of the Province of Ontario, mark you, consented to their demands, and up went their prices twenty per cent., notwithstanding this famous Order.

A short time ago the newspapers throughout Canada, with few exceptions, found that they were losing money. They met and considered their troubles, and they ended them very rapidly by increasing the price of their papers one hundred per cent., and some two hundred per cent. We have heard of no prosecutions, nor are we likely to.

The doctors, the lawyers, the newspaper proprietors, the farmers, the gardeners and the working men are exempt from the law, but if the retail merchant is suspected of even discussing the advisability of getting more than cost for selling milk, bread, butter or other perishable necessities, as well as gasoline, he is pounced upon and dragged before a special "Fair Price Committee," who are not required to have any special knowledge whatever of the retail trade, or the many difficulties that surround every retail merchant in Canada at the present time.

The Fair Price Committee

The "Fair Price Committee" consists of two or more officers of the municipality, and they are to be appointed by the municipal council. Their names must be submitted to the Minister of Labor. The Council must then instruct them as to what articles they want the said Committee to investigate, and this implies that the said municipal council must have evidence beforehand as to the reason why any retail merchant or other person should be brought up and ordered to be publicly examined.

In our opinion, we consider that in order to be perfectly fair the municipal council of any municipality should be prepared to not only pay the expenses of all those whom they order up for examination, but in the event of any charge being made against a retail merchant and it proves to be false, the said council should be prepared to reimburse the retail merchant for not only the loss of his time, but also for the loss and injury to his reputation. No provision is made for this in the case of a retail merchant, notwithstanding that other classes have been exempted.

Only Retailer Cannot Escape

The camouflage, however, is not yet complete. If the "Fair Price Committee" suspects that any manufacturer has raised the price of his commodities through combination with his fellow manufacturers, or otherwise, and he happens to live outside of the municipality in which the "Fair Price Committee" have jurisdiction, the manufacturer cannot be compelled to appear and give evidence. Wholesale grocers and wholesale produce merchants living outside of the municipality are also beyond the control of the "Fair Price Committee," but retail merchants cannot escape.

Can anyone consider legislation of this discriminatory character either wise or fair, and is it not a sad reflection upon the ability of Canadians, who should be anxious to show to the world the wisdom of the legislation they enact? It is quite true that legislation of the above character might appear upon the Statute Books of the United States, or in some foreign countries, but that is no reason why it should appear upon the Statute Books, or in Orders-in-Council, in Canada, and we sincerely hope that it will soon be removed, as it is certainly unworthy of having a place on the records of the Dominion.

Not content with amending the old Act, Section 498, but whether designedly or not, the following words have been inserted into this famous Order, "or maintain the price thereof."

Attacks Resale Price

In simple English, this means that no manufacturer can now sell his goods on the price maintenance or resale plan; if so, he will immediately come under the provisions of this Order and be liable to the penalties attached. This provision will affect all manufacturers of cereals, patent medicines, musical instruments, automobiles, fountain pens, watches, and a host of manufacturers in hundreds of other lines of trade, and the result will be, when the true meaning of this amendment is made known, that the commercial classes of Canada will arise in their might and demand that this Order-in-Council and all similar class legislation be removed entirely.

No Prussianism in Canada

We all rejoice exceedingly that we have succeeded in securing a glorious victory by defeating the Germans, and thus destroying "Prussianism" in Europe. We must now watch very carefully that Germany's vicious doctrines do not creep into the Government or into the commercial life of Canada. Our boast is that our courts in Canada are above suspicion, and for this we all rejoice, because we know that the poorest citizens, when the evidence is presented, have the same equal chance as those of the greatest wealth. The people, however, make the laws; the duty of the courts is to administer them. Let us make laws that are worthy and sane, and which will not reflect upon the good judgment of the people of Canada, and which do not discriminate as between one class and another.

What are the powers under this famous Order? Can the Minister of Labor, the municipal committee, the "Fair Price Committee" or the Canada Food Board, order that retail merchants shall cease doing business, or do business at a loss,

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WILL BUILD SIX-STOREY FACTORY ADDITION

Existing Departments to be Extended and New Stationery Lines Will be Manufactured

It is only a few years since that progressive and long-established manufacturing wholesale stationery house, the Copp, Clark Co., of Toronto, put up their fine new warehouse at Portland and Wellington Streets, adjoining the firm's manufacturing plant, and now comes the announcement that within a few months the first sod is to be turned for the erection of a six-storey addition to their works. This will not only mean increasing the capacity of the several manufacturing departments that already exist, but new stationery lines are to be made contributing valuable additions to made-in-Canada goods. This fact in itself will be welcome news to the stationers of Canada, who will welcome all such indications of native Canadian development.

BOOKSELLER AND STATIONER is not as yet at liberty to disclose the exact nature of the new lines that are to be made in this new plant.

LEAVES FROM THE OTHER FELLOW'S BOOK

PORT-HOLE IN WINDOW

By fastening black paper to the glass of a display window, with cut-out circles resembling a ship's portholes, a Chicago window decorator recently succeeded in attracting considerable attention.

The mysterious appearance of the window was sufficient to arouse the curiosity of the average person. Almost every one, in fact, who got a look at the curious window went over to peek through the holes and see what was inside. As a freak display it succeeded in impressing the public with the articles shown.

WATERPROOFING BLUE PRINTS

People who use blue prints frequently have to carry them in places where they are liable to get wet and thus be spoiled. When you sell blue print paper hand the customer this recipe for waterproofing blue prints: Immerse pieces of absorbent cloth a foot square or more in paraffin until saturated; after being cooled spread a saturated cloth on a smooth surface, and on it place the dry print with a second waxed cloth on top, then iron with a moderately hot flat iron. The paper absorbs the paraffin and thus becomes waterproof. This will be valuable information for your customers who use blue prints. Incidentally it may be stated that notes or dimensions may be written on blue prints by using a pen dipped in saleratus water, or a cloth saturated with this solution may be rubbed on the blue print and the printing or writing done with an ordinary pencil on the resulting white spot.

USING LETTERING INK

Stationers can render a real service to their customers who use lettering pens in their work by suggesting that they take an empty drawing ink bottle and fill it with cement up to the bottom of the neck, leaving only the space in the neck of the bottle for the ink. Thus the pen will be dipped only a certain distance, and smearing of the holder will be avoided, preventing an annoyance which is quite prevalent with people using lettering ink which is much thicker than ordinary writing ink. The capacity is, of course, much restricted, but it will be enough for ordinary work as lettering does not require much ink. The stopper, of course, should be cut so as to leave the maximum amount of neck space for the ink. Incidentally the bottle, with the weight given by the cement, will make an effective paper weight. This suggestion was gleaned from an issue of "Popular Mechanic's Year Book," being contributed to that publication by J. O'Brien, of Buffalo, N.Y.

TRADE REGULATIONS BY ORDER-IN-COUNCIL MUST BE ABOLISHED

Continued from page 36

or do the findings of these various bodies have to go before the Attorney-General of the Province first before any drastic action is taken? On this subject this famous Order leaves us in doubt, and no one seems capable of explaining its mysterious meaning. Is it reasonable to expect that intelligent business men will remain under legislation of this character very long without making a vigorous protest? We know that they have protested, and we shall keep on protesting as an Association of Retail Merchants, and we will make every effort in our power to have it abolished. The old Act, section 498, of the Criminal Code, was an unnecessary and complicated piece of meddlesome legislation, but when it is camouflaged by an Order-in-Council, in our opinion, it becomes ridiculous.

It must be made quite clear that those who have their money invested in retail stores and stocks, and in wholesale premises, and in manufacturing plants in Canada are among the best citizens and friends that Canada possesses. They are helping to extend its trade and commerce, and building up the cities, towns and villages of Canada, and they contribute more largely than any other class toward business profit taxes, and all other taxes, and contributions, that are required, and they should, at least, be consulted before drastic and unworkable Orders-in-Council of the above character are placed on the Statute Books.

In reviewing this Order-in-Council, it may appear to some that the comments made upon it are too drastic and too severe, but experience has taught us that if we require reforms in any movement, or amendments to any Act, that the case must be stated as it exists, without fear and without favor.

BACK FROM RUHLEBEN

Hugh Young, after four years' experience in the civilian detention camp at Ruhleben, Germany, got back to Canada in time to have his Christmas dinner at his home in Toronto. Mr. Young preferred not to talk for publication regarding his experiences in Hunland as the ground had already been amply covered by others. Mr. Young, upon arrival, showed indication of the fact that the Ruhleben prison camp fare was not inclined to produce obesity, but after less than a week's experience of home cooking he already showed evidences of a rapid return to the appearance of good health customary to him in the days before he made his fateful trip to Germany in 1914.

Mr. Young's return to the Copp, Clark Company is at an opportune time, in that it antedates by only a short time the date of a big expansion in that concern which will soon take effect.

H. L. Thompson, president of the Copp, Clark Co., leaves shortly to take a well-earned rest. It is interesting to record that it is now more than 52 years since Mr. Thompson, as an office boy, entered the employ of this premier house, of which he is the head.

J. C. Jaimet, of Kitchener, was a buyer in the Toronto wholesale houses in Christmas week, his purchases being in keeping with his expectation of a continuation of good business in the coming days.

Adopt a policy which is in tune with the spirit of the times and let your advertising reflect that policy to the people of your community.

NEWS OF THE TRADE

THE LATE F. W. TREBILCOCK

Peterboro's first victim of the influenza epidemic was Frederick William Trebilcock, of the local firm of Trebilcock Brothers, booksellers and stationers, whose death was briefly recorded in the November issue. It is no exaggeration to say that Peterborough has seldom been so profoundly affected by the loss of any of its citizens as it was by the untimely death of Mr. Trebilcock. Coming to Peterboro in 1910, he and his brother, Paul Trebilcock, bought the long established business of A. H. Stratton & Company.

They developed a jobbing trade in wall paper and stationery throughout Eastern Ontario. This latter enterprise was largely the work of Mr. Fred Trebilcock, who spent several months every summer covering an extensive area in the east end of the province, cultivating and accomplishing a trade that had grown to surprising proportions during the past year.

The deceased was the second son of Mr. Paul Trebilcock of Bowmanville, one of the oldest and most widely known booksellers and stationers in the province. It is a matter of family tradition and pride that the Trebilcock name has been linked with the stationery business for more than one hundred years. Fred Trebilcock was the grandson of the late Paul Trebilcock, who, in the pioneer days of Ontario, was a stationer and bookseller at Cobourg, and may be remembered by the older members of the trade.

The late Fred Trebilcock was one of the most prominent Masons in Eastern Ontario. He was a member of the Royal Arthur Lodge of Peterboro, and also of the Chapter Preceptory and Shrine. Not only was his death keenly felt by the fraternity in Peterboro, but by the entire community. The universality of the esteem in which he was held by his fellow-citizens was illustrated by a splendid tribute to his life and character in the monthly publication of the Peterboro Council of the Knights of Columbus. Mr. Trebilcock will not soon be forgotten, and in his death the trade has lost a representative whom it may always remember with pride.

HEAD OF BLACKIE'S PASSES

The death occurred at Dunmorag, Dowanhill Gardens, Glasgow, on November 17, of John Alexander Blackie, chairman of the well-known publishing house of Blackie & Sons, Ltd. He was 68 years of age.

TRADE NEWS

Efforts are being made to reorganize the North Bay Toy Co. and have the factory resume operations.

Colwell's Bookstore, Wallaceburg, Ont., had a half page Christmas trade advertisement in the Wallaceburg "News." It featured toys, books, Christmas cards, fancy stationery and fancy china.

Baillee & Co., of the Norfolk Bookstore, Simcoe, Ont., conducted a big sale prior to removal to new premises. The firm has occupied the old store on Norfolk street for the past thirteen years.

Clasp Envelope Company, of New York, has been incorporated with a capital stock of $10,000. N. W. Eisenberg, A. W. Levey, A. M. Wattenberg, 1,584 East 12th Street, Brooklyn, are the incorporators.

The drug and stationery business of the late C. R. Smith, at Thorold, Ont., has been purchased by L. H. Neil, of Toronto, formerly of New Liskeard, where he was for a term chairman of the Public Library.

Charles M. Passmore has resigned the management of Boosey & Co.'s Toronto branch to give his whole attention to the St. Clair Music House, recently established by him at the corner of Yonge street and St. Clair Ave.

E. D. Twite, formerly with the Carter's Ink Co. in Canada, has assumed the management of the Montreal, Can., office of the Empire Typewriter Co. Mr. Twite recently returned from a business trip to England.

H. G. Popham has withdrawn from Holmes & Popham, of London, Ont., the business being carried on by Mr. Holmes. Mr. Popham has been appointed Canadian traveling representative for the Eaton, Crane & Pike Co., succeeding Mr. Palmer.

A NEW CONCERN

E. A. Crippen, manufacturers' agent, succeeds the Monarch Paper Co., 79 Spadina Ave., carrying on the business of marketing adding machine rolls of Canadian manufacture. Mr. Crippen also represents the Sutherland Paper Co., of Kalamazoo, Michigan, makers of vegetable parchment.

DEATH OF A. W. IVES

The death occurred in England of A. W. Ives, who so ably represented J. M. Dent & Sons on the road in Canada, before going overseas with Canadian troops a few months ago. Shortly after reaching England he was seized with an illness that resulted fatally.

He is survived by Mrs. Ives and one child and they have the deep sympathy of the members of the trade.

WHY CASES WERE DROPPED

One of the reasons for the abandonment of the practice of pen manufacturers furnishing pen assortments in counter display cases was recorded in "Printers' Ink." An interview with "the man who brought about the agreement of the pen manufacturers" said: "The man who goes into a store bent upon the purchase of pens will obtain what he has come for, no matter if the clerk has to fish them out from under the counter. On the other hand, we do not feel that in the present emergency in the nation's affairs we should worry if there is nothing to incite to purchase the casual passerby who is not a premeditated buyer and possibly does not really need the article."

RUBBER BAND RESTRICTIONS

The U. S. War Industries Board has restricted the manufacture of rubber bands to fifty per cent. of the previous year's production, and limits production to gary bands only. Assortments and gross packages are to be discontinued, and bands are to be sold by weight only. The following sizes shall be standard: No. 8, 1-16 x ⅞ in.; No. 10, 1-16 x 1¼ in.; No. 12, 1-16 x 1¾ in.; No. 14, 1-16 x 2 inches; No. 16, 1-16 x 2½ in.; No. 30, ⅛ x 2 in.; No. 32, ⅛ x 3 in.; No. 64. ¼ x 3½ in. (0000-¼). The National Catalogue Commission of the National Association of Stationers and Manufacturers has made recommendations for resale prices on rubber bands made under the new regulations.—"Office Appliances."

IRELAND AND ALLAN

A new firm of booksellers and stationtrs in Vancouver, B.C., is Ireland and Allan, Mr. Ireland announcing that he has taken into partnership J. K. Allan late of G. S. Forsyth & Co., and the Thomson Stationery Co. Mr. Allan, who is favorably known to the book-loving public of Vancouver, previous to going to that city was for many years with leading book and publishing houses in Glasgow.

The Ireland & Allan store is at 649 Granville street.

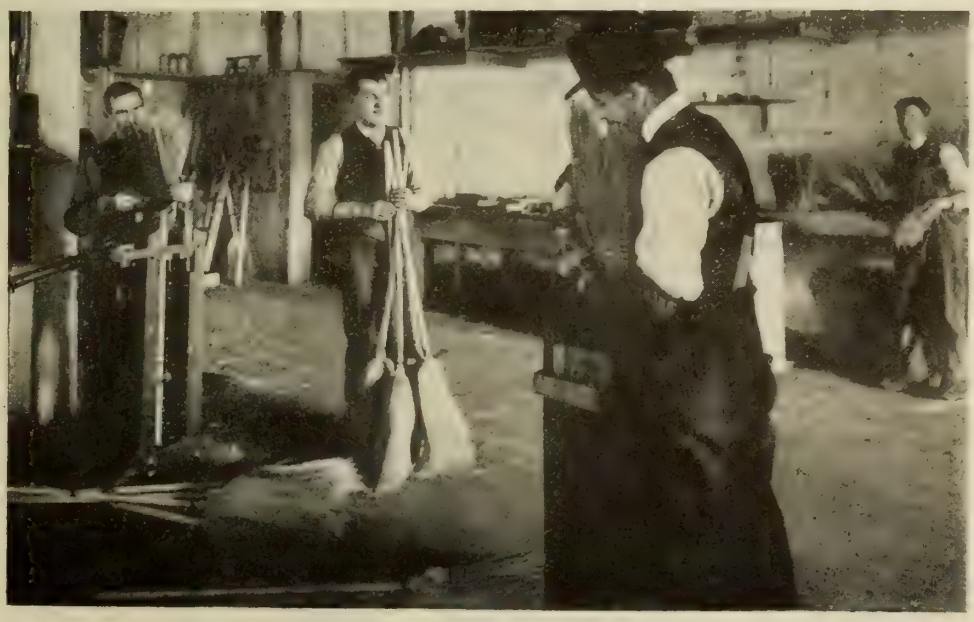
Current Events in Photograph



THE GREAT DAM AT BASSANO, ALBERTA

Water sufficient to irrigate 440,000 acres is diverted by the dam, which is one of the largest of its kind in the world. The concrete structure is 720 feet long and it raises the level of the Bow River by 46 feet. The dam is part of the system which supplies water for what is known as the eastern section of the territory to be irrigated. The outlay in connection with this has totalled about $8,000,000, and there are about 2,500 miles of distributing ditches which take the water to all parts of the country.

Current Events in Photograph



BLINDED SOLDIERS GETTING BACK TO WORK

The photo shows how broom-making is carried on at the Men's Industrial School, Canadian National Institute for the Blind, King St. west, Toronto. Thirteen men are being taught this work at the school, and the Institute finds employment for them after they have become sufficiently p r o ficient. The man in the centre of the group of three has been blind since he was three years old. One of the things which strikes visitors to the Institute is the cheerfulness of t h e blind workers at all times.

Saving Waste Paper Profitable

Market Conditions and Matter of Saving Are Queried—The Element of Fire Risk—What To-day's Prices Show—How Dealers Clubbing Together May Help

AN inquiry coming to hand this week re waste paper, will be of interest to more than the individual merchant who puts forth the queries. There have been two questions asked which read as follows:

1.—How will the market for waste paper be in the future?

2.—Will the price be worth the trouble of saving it?

Question No. 2 and Fire Risk

First of all it might be well to touch on one phase of the situation which should not be overlooked. It will probably help answer question No. 2, that is the question of fire risk. Baled waste paper will not burn—it may ignite and smoulder away slightly, but it is really in such shape when baled that it does not burn easily. This should mean the elimination of one item of fire risk—loose paper lying around and ready to spring into flames from the spark of a match carelessly discarded.

There is another point. The dealer has to get rid of his waste paper under any consideration, and probably burning is the method adopted. This means labor and careful watching—the baling and shipping of waste paper will not involve any more, if as much, labor.

What To-Day's Prices Show

And now the actual question—will the price be worth the trouble of saving it? The trouble end of the question is probably covered in the paragraph above. The price to-day is $10 per ton f.o.b. Toronto. The price has been higher and it has been lower, the law of supply and demand covering the operations of the market on waste paper as in every other marketable commodity.

What Net Returns to Expect

Taking $10 as the f.o.b. Toronto price then, and estimating freights from Port Hope, a point 60 miles away, and Trenton, a point 100 miles away. Carload rate from Port Hope is 11½c per 100 pounds on waste paper, or $2.25 per ton. From Trenton the rate is 14½c per 100 pounds, or $2.85 per ton. That means to the dealer selling $7.75 net per tons from a point 60 miles away, or $7.15 net per ton from a point 100 miles away. A minimum carload is 24,000 pounds.

How Dealers Clubbing Together May Help

You may say that you are attempting the impossible to fill a car. Get together with eight or ten of your fellow merchants, hardware, dry goods, men's wear, or stationers. If each one save a ton in two months' time that would mean six carloads a year for a net return to the merchants of from $85 to $93 per carload—really found money. There are few grocers who make much on sugar. There are few booksellers who make much on school books—why then not make a little on waste paper? Cut down your overhead, eliminate the little leaks which mean the difference between a really profitable business and one which is just making a living for the merchant.

Waste Paper Subject to Market Conditions

The first question, "How will the market for waste paper be in the future?" may be answered briefly by saying that this commodity is marketable the same as any other, and as such is subject to market conditions—in other words, supply and demand. Figures show that best marketing periods are from March to June, and September to December, these being periods on which greatest activity is shown in nearly every line of business. It would appear reasonable to expect that the market for waste paper will prove quite satisfactory and worth the small amount of time involved in baling and shipping.

ADVANTAGES OF BALING WASTE PAPER

Occupies Little Space—Can Be Stored in Waiting for Rise in Waste Paper Market—Loose Waste Paper a Bad Risk

AT the present time the waste paper market is considerably lower than it was two or three months ago. A declining market is, however, no reason for waste paper being a loss. Waste paper stored in bags will fill up the average allotted space in a very short time, but those who have used balers have found out that they can store vastly more when it is baled than when left in bags. Twenty bags will accumulate in about six weeks in many medium stores, but the space which those bags occupy would scarcely be filled by baled paper in less than a year.

In addition to the smaller space required for waste paper when it is baled, there is the fact that there is a difference of between $2.00 and $3.00 a ton in the prices of baled and loose paper. It is an easy matter for the merchant to store his baled paper in the case of falling markets and hold it until the market is better. Good prices are predicted by waste paper dealers to reach a high level again by March.

Loose waste paper is, as every merchant knows, a bad stock when fire insurance is wanted and makes the fire risk all the greater. If he keeps his paper baled, however, it is inclined to be a protection rather than a risk. It would take a fire a long time to penetrate a large bundle of paper which has been baled. Baled paper, too, is cleaner than the loose waste paper which gathers in bags, a further point in favor of the neater way of collecting it.

TRAVELLERS MEET

Members of the Dominion Commercial Travellers' Association gathered at the Windsor Hotel, Montreal, for their annual meeting on Saturday night, December 21, under the presidency of Romeo Brosseau. The reports submitted showed an increase in membership, the number at the end of the fiscal year being 8,536, the highest figure in the history of the organization. Against this, however, there was a record list of deaths, which was attributed to the recent epidemic of influenza. This had resulted in death claims amounting to $96,575.

It was stated by the president in his address that 268 of their members had joined the colors, of whom 30 had been killed or died in action. A sum of $3,000 was voted to cover the annual dues of all members who were serving with the forces.

It's better and easier to turn one dollar twelve times annually than to turn twelve dollars once a year.

It's easier and more profitable to plan for and effect quick turnovers than to borrow and pay for money to carry big stocks.

A dollar invested in merchandise earns money only when the merchandise is sold—and when the money is in the cash register!

Regardless of how cheap or attractive it may be, do not buy merchandise unless you feel with all possible certainty that you know where and how you can sell it.

YOU AND THE BOSS

Of course the Boss has many failings. But credit him with doing his best. He hired you.

You may be the whole show. But who guarantees the "gate."

There's just one man can keep raising your pay. Look him square in the eyes and ask him about it—when you shave.

Whose job are you after—the man ahead of you or the one behind? Look out—You may get it.

You're always in business for yourself. It might pay you to give the Boss a bargain now and then.

CONFIDENTIAL TALKS WITH YOUNG SALESMEN

By "THE JUNIOR PARTNER."

"The Junior Partner" makes his bow to the readers of BOOKSELLER AND STATIONER this month and his mission is to conduct this department for the benefit of the booksellers and stationers, by addressing his monthly messages to the clerks, especially those who are young in the business; the boys, and the girls, too, for that matter, who are beginning at the lower rungs of the ladder of success. "The Junior Partner" remembers his own early days as an apprentice in a retail store and especially what interesting events were the periodical visits of those of the traveling salesmen whom he regarded as favorites. One in particular rose to a high place in the appreciation in the mind of the young apprentice because of the uniformly courteous greeting this traveler had for him. When he shook hands with the boss and the assistants, he never failed to similarly greet this apprentice, and his favorite greeting was "Well, how's the junior partner to-day?" The foregoing is related just to let the readers know the inspiration that influenced "The Junior Partner" in the choice of his nom de plume.

AS in the general field of commercial activity, so in the book and stationery business, the most successful men are those who possess initiative. They do not depend wholly upon other people or follow the trodden path of custom. So it is with the clerk in the book and stationery store.

This quality of make-up which served to make successful such men as James J. Hill would seemingly not apply to the clerk behind the counter. Such is not the case. The valuable clerk is the one who is able to take the lead and is able to bring forth new plans and methods that will in any way help in the extension of the business in which he is employed. We can not all expect to develop and put into practice big ideas like those which Hill, or the inventive brain of Edison, conceived, but in our daily work, we need not be content with things as they now are and at all times may put forth some extra effort to improve the business with which we are connected.

You have seen the clerk without any initiative, who, even after several years' experience, is still unable to stand upon his own resources. He depends upon the boss for direction in regard to his work, follows the same line as others before him and is seemingly content to do so. If there is a display to make, a window to dress, or any other similar task to perform, this clerk has to go to the boss for directions. Then if the proprietor suggests that he put in a window display of a certain line, he must need ask many questions regarding it, instead of using his own brains to think out some method of doing it, making himself more valuable to his employer. At the bottom of this defect is apparently lack of ambition on the part of the clerk. Many of the men who hold important positions possess no more brains than others lower down. But what they do possess is a much larger proportion of ambition.

Seek and Ye Shall Find

Not many years ago a young man having outgrown the possibilities of his home town, a village of some 1,000 population, where he had been employed in a small store, decided that he would go to a nearby town of some 4,000 inhabitants, where some relatives resided and where more scope would be presented for his pent up ambition. His ability to act on his own resources was demonstrated from the first. When he first struck the town instead of waiting for his relatives to offer suggestions for the delivery of his effects, as many others as young as he would have done, he at once made those arrangements himself. He did not wait around for something to turn up but went out after it himself and within 24 hours had secured a position as junior clerk in a book store.

From the first his ability to plan methods to help in the business was shown and it was not long before the proprietor began to recognize it. Instead of waiting for the boss to tell him to fix the shelves or change a counter display, he always kept them in first class shape. It was not necessary to be continually telling him to keep the counter or floor clean, to put books back in their proper places after waiting on a customer, or to keep the display of magazines well arranged, with the latest arrivals promptly hung outside the store. This clerk conceived a good plan for increasing the sale of the weekly periodical that was the most popular seller. Fifty copies were supplied by the news company at that time, and he put a stool outside the store and piled the fifty copies on it with a striking card advising people that the issue had just arrived. The fifty copies disappeared within two days, and more had to be ordered. Within a month by this one method the standing order for that periodical had to be more than doubled. He was for this reason more valuable to his employer and was accordingly rewarded by being given charge of one of the display windows.

A Productive Clerk

Here the same spirit was shown. He did not trim the window and leave it until the boss had to tell him to change it, for he realized the importance of this medium in selling goods and kept it in first-class shape all the time. Nor was he content with arranging displays in the same manner as had been followed for years past. He continually was bringing forth some new method of showing goods, and his original and out-of-the-ordinary methods attracted public attention. He recognized the importance of a good window trim, of a new idea, and promptly put these into effect.

Opportunities are presented to most clerks but not all take advantage of them. The clerk should remember that he who can conceive new ideas and carry them out is a much better and more valuable clerk than he who is content to drift along in the same manner as others.

Duties of the Clerk

The clerk owes it to his employer and to himself to endeavor by every means in his power to improve his knowledge of the trade in which he is engaged. It is not sufficient to know the stock in the store. The clerk who is going to make a success of his work is the one who studies the business from every standpoint, who is anxious to assimilate new ideas, who considers methods of salesmanship and endeavors to find ways of reading and satisfying his customers. He should not make it his sole ambition to sell goods, but should strive to satisfy the customers as well so that the trade of that particular person will be placed with the same store in future. To be of real value to his employer, a clerk must know something of the art of effective display, so that the store will be kept bright and pleasing to customers. In fact, there is no branch of the trade that the salesman should not keep in touch with, in his efforts to improve his own insight into profitable and progressive business methods.

This can be done by observation and by reading. "When I was a clerk my employer kept telling me that I should never fail to read the trade paper carefully and digest mentally everything in it," remarked an Ottawa merchant the other day. "I was brought up on BOOKSELLER & STATIONER, so to speak, and to what I saw there, I attribute a great deal of the success that has come to me since I started out in business for myself. I still watch it closely."

Undoubtedly a great deal of useful information can be obtained by paying close attention to the ideas of other men as reflected in the trade journal. The clerk who is anxious to make something of himself should not neglect this ready source of information relating to all branches of the book and stationery business.

A CHANCE TO LIVE

Zoe Beckley's remarkable book, "A Chance to Live," is the story of a girl who was born and brought up in a New York tenement house district. There is a foreword by Kathleen Norris.

Advertising is a business vitalizer. You cannot attract new customers to your store nor get all the trade of old customers without advertising.

STORE FOUNDER INSISTED ON PLAIN CARDS

Could Not Read the Small Lettering and Decided to Have Bold Type—Uniform Style of Letter and Numeral Gradually Adopted—Illustrations Show This Style

One of a series by R. T. D. EDWARDS

THE system used in one of Canada's big stores for putting show cards on their goods is a very interesting one indeed and is sure to be beneficial to the smaller merchant.

We will first state how this store came to adopt its present system of plainly-printed uniform style show cards.

The founder of it was one day viewing their show windows. On one neatly-trimmed merchandise display was a show card neatly lettered with small type. The man's eyesight being slightly defective he could not make out what was printed on the card. The result was that an order was passed that all cards, whether in the show windows or



for interior use, must be lettered with a bold type so that all customers might be able to read them easily.

Uniform Style Adopted

A system was gradually worked out and the result was that a uniform type of letter and numeral was adopted—a style that was applicable to hand or machine printing.

The style adopted was a square-faced Gothic, a style which the cardwriter could form by using the brush stroke method (we might say here that the brush stroke method of forming letters is the only way to turn out show cards quickly, and it is being taught and used by all the foremost schools and cardwriters). The next thing to standardize in this store was the sizes of the cards. Each card had to have a ruled border. Then a range of prices was selected, suitable to the prices of the merchandise in the various departments, from one cent upwards and many of each price and size were printed.

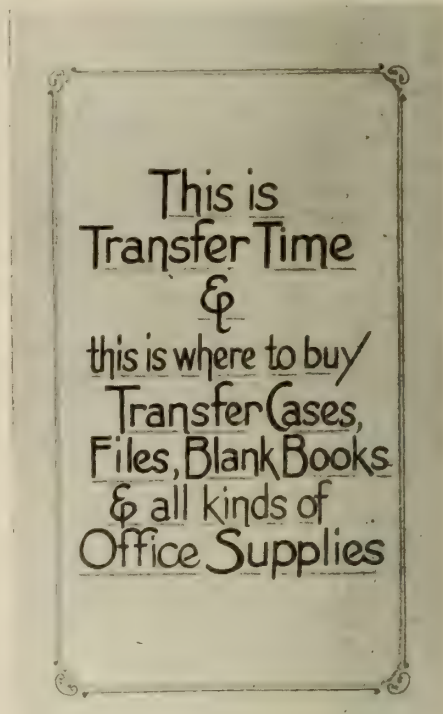
A large sliding door cabinet was built with shelving suitable to the various card sizes. The cards were placed in it in numeral order on their edges, this making it easy to obtain the desired price card. Sale cards, Friday bargain cards, "As Advertised" cards, etc., were all arranged in this manner.

One great feature in this company's system of show carding the store is a hard and fast rule that all cards belonging to a sale or season of the year must be taken down on a given night and replaced by the uniform white card with black printing. For instance, the day following Christmas all cards with Christmas designs are to be discarded or at the end of the semi-annual sale all sale cards must be dispensed with on a given date. This system can be worked out in the small store just the same. Don't allow Christmas cards to remain up after Christmas. It looks just as bad on the part of the store management as if "Friday Bargain" cards were left up on Saturday.

This "big store" example is not given as one to be followed minutely by the small store cardwriter, but many things can be gleaned from it that will be very helpful. For instance, many cards can be worked up ahead of time; borders can be ruled, standard prices can be made up by hand and filed away for busy seasons. The style of letter can be made uniform whether a heavy "Gothic" or a neat "Roman" be used. The color and sizes of the card should be standardized. This rule of course would vary for special sale purposes or at "opening" times.

Samples of This Store's Cards

The two styles of show cards demonstrated give a fair idea of the class of work used in the windows of the big store above mentioned. They are good readable cards. The type is plain, the layout neat and not elaborate, yet when



you see either of these styles used in a couple of dozen windows all at one time the effect is good. This same form of lettering has been used for years and in all probability will be used for years to come. It is a part of the policy of the store.

The cards are white with black letters. The underlining is red. The shading on the one card can be done in any shade to suit the window trim.

POSITION WANTED

I want a place in your store.

I will be one of your greatest workers.

I will get new business for you every day.

I will always be on the job.

I will be on hand before the store opens in the morning.

I will stay and work for you after all others have gone.

I will always be enthusiastic about you.

I will tell everybody about you and your merchandise.

I will increase your efficiency many times.

I won't ask you for a cent of salary.

I am absolutely necessary to your business.

I am the WINDOW CARD.

Take your discounts wherever and whenever possible!



Books

AN EPOCHAL BOOK

UNFORTUNATELY it is only too true that even books of mediocre worth and importance frequently receive such unbounded words of praise, by way of exploitation, that even when a new volume comes along that actually towers over most other books in the height of its achievement, the praise meted out to it by reviewers is likely to be discounted by booksellers rather than taken at par. It would be unfortunate, indeed, were any bookseller to so receive the current reviews and discussions about the Hon. Mackenzie King's work "Industry and Humanity," the coming of which was previously recorded in BOOKSELLER AND STATIONER.

A copy of the work has just come from Thomas Allen, the publisher, and booksellers will be well advised to themselves read this book. It is one that will afford them a wonderful scope for exercising their whole ability as booksellers, for not only is it a timely study in the principles of Reconstruction, so fundamentally up for consideration by the world to-day, but it is a book that every teacher, every preacher, every student of the social and industrial progress of our people and of the world, can read and study with profit in his efforts to get a fuller grasp of the essentials in the relationship of individual industrial effort and the community as a whole.

This is a book that is bound to exert an important influence in educational institutions, and a significant circumstance, indicating its international influence, is that at the Reconstruction Congress held at Atlantic City in December, attended by representatives of bodies such as Chambers of Commerce, Boards of Trade, etc., of the U.S. and Canada, important principles laid down in "Industry and Humanity" were adopted as provisions for best meeting the conditions we are facing in the post bellum period.

One of these principles is the right of the individual worker to be represented in the general policy of the industrial concern with which he is identified.

This Mr. King characterizes as "a system of responsible self-government in industry." The investment of life by the individual must be made to count to the fullest possible degree. The realization of this end involves revolution, and the general plan at which Mr. King aims is to bring this revolution about by evolutionary methods.

Discussing the interest of the community in the health of its workers, Mr. King emphasizes the need of a guarantee of leisure, recreation, education and subsistence. A step toward bringing this about was the establishment, in the governments of different countries, of departments of labor.

BEST NOVEL SELECTIONS

The literary editor of "The Mail and Empire" essays to review the book publishing season somewhat in the manner of the dramatic critic in a summing up of best plays of a season. His idea was to select the ten best novels, but he reduced this to nine, saying that he found so many claimants for the tenth position that he found it impossible to decide. The first nine, ranking in the order named, are given as follows:

1. "The Four Horsemen of the Apocalypse." By Blasco Ibanez.
2. "Aliens." By William McFee.
3. "Foe-Farrell." By Quiller-Couch.
4. "Nocturne." By Frank Swinnerton.
5. "The Green Mirror." By Hugh Walpole.
6. "Towards Morning." By I. A. R. Wylie.
7. "The Tree of Heaven." By May Sinclair.
8. "Joan and Peter," by H. G. Wells.
9. "The Rough Road." By W. J. Locke.

H. Gregory McGill has compiled a new procedure book entitled "How to Conduct Public Meetings in Canada," with the sub-title "Where to Find the Rules."

BEST SELLING BOOKS IN CANADA

Fiction

A Daughter of the Land	Porter	120
The Cow Puncher	Stead	102
Joan and Peter	Wells	96
Four Horsemen of the Apocalypse	Ibañez	80
The Rough Road	Locke	80
Golden Bough	Gibbs	48

War Books

Dere Mable	Streeter	160
A Minstrel in France	Lauder	96
Love of an Unknown Soldier	Anon.	90
Winged Warfare	Bishop	70
Canadian Poems of the Great War	Garvin	40
Drums Afar	Gibbon	22

"PASSED BY THE CENSOR"

The Canadian censor's attention was brought to Marjorie Benton Cooke's new novel, "The Clutch of Circumstance," published by McClelland and Stewart, but he decided that there was no objection to its circulation. In the story Roberta Trask, as Lady Bobs, the wife of a British cabinent minister, becomes involved in a tragedy which astounds England and the Allies and it turns out that she is acting in collusion with German agents. To say that the book is of sensational interest is drawing it mild. Events crowd upon each other with breathless tension until the final exposure of the international plotting.

Alfred Gordon's "Vimy Ridge and Other Poems" is a volume of merit and a genuine contribution to Canadian poetical literature.

HOW BOOKSELLERS CAN "START SOMETHING!"

Spring a Discussion in the Community on the Relative Merits of Modern English, U.S. and Canadian Poetry—It Will Help to Sell Such Books

CLEMENT Shorter, the famous critic, thinks that American poetry of the present day is better than English and does not hesitate to say so in the London "Sphere." John Gould Fletcher, author of "Irradiations" and "Goblins and Pagodas," is the American poet he singles out for especial praise. He says of Fletcher: "He is a poet who marks an epoch in the literature of the English-speaking world." Now, everybody isn't going to agree with that view. Booksellers will appreciate that contentions such as these arouse discussions that can easily become good advertisements for volumes of modern poetry, and they should also throw the Canadian hat into the ring. Where does Canadian poetry of to-day stand in comparison with the products of the singers of England and the United States? Booksellers will find that their local newspapers will be glad to get matter for their papers taking up discussions such as these, and when the subject is getting such attention the bookseller can use space in the paper, either in the way of advertisements in the "local" columns or in display space. At the same time volumes of poetry, especially featuring the works of Canadian poets, should be displayed in the store windows and inside the bookshop.

THE DOMINANCE OF BRITISH LABOR

It is rarely that a book dealing with politics or economics enters the "Best seller" class, but Arthur Henderson's "The Aims of Labor" enjoys the distinction of a third printing within a short time since publication. The personality of the author, the coming-of-age of the Labor party in England, the intense interest in the disturbed state of American labor, and the British elections, combine to explain the demand.

POLITICAL RECONSTRUCTION

A timely book to be brought out at once is Norman Angell's "The British Revolution and the American Democracy." This fully explains the British political system under which the Labor party has grown to its present remarkable power. It tells what the various factions among workers are striving for and it shows how the experience of England may be applied to the American political problems that are now taking form and will demand solution. Furthermore, it deals with the question of free speech, conscription of life, of conscience and of wealth.

"BIRTH" BY ZONA GALE

"With her fresh novel, Birth, Zona Gale, as one might say, arrives," writes the editor of The New York "World" of this recently issued book.

"This is not to assume that Miss Gale reaches here the ultimate desire of her heart in fine story telling, but she takes herself forward a long step beyond any previous achievements; far beyond the sympathetic agreeableness of her widely known folk stories of 'Friendship Village.'"

TARKINGTON'S WORKS

The widely diversified public which follows the books of Booth Tarkington with such eager interest, whether they be humorous accounts of Penrod's adventures or serious sociological novels, or such blend of humor, pathos, sociology and realism as his new novel, "The Magnificent Ambersons," will unite in interest over the announcement of the publication of a collected and autographed edition of Mr. Tarkington's books. The edition is limited to 565 sets of twelve volumes each. Each set is numbered and registered, and the first volume of each set is autographed personally by the author. A few of the sets have been set aside for special binding.

SEAMAN SI

Pitching hay down in Pickle Center, Iowa, was pretty tame work for Seaman Si. He yearned for the romance of the rolling wave and he found it at the Great Lakes Naval Training Station. Seaman Si's adventures as a "gob" in the navy and on the high seas are full of fun and trouble, as shown in a series of amusing cartoons by Perce Pearce, the American sailor-cartoonist, formerly on the art staff of the Chicago "Herald," who enlisted in the navy three days after the United States declared war.

PROPOSED NEW LIBRARIES

A movement is on foot to provide a Public Library at Lethbridge, Alta. It is proposed to make this take the place of a monument to the Lethbridge men who fell in battle.

Welland, Ontario, is agitating for a Carnegie Public Library. The Welland "Telegraph" had the following in a recent issue: "The Dominion Government, the Provincial Government, the municipalities, firms and private persons will do everything possible in 1919 to provide an outlet for labor. With the return of thousands of men from overseas, and with the release of thousands of munition workers, the necessity for a big programme of private and public undertakings to provide a market for labor is apparent.

Now then, here is a suggestion:—

Why not build a Carnegie library in Welland next year?

The Carnegie endowment has $50,000 or $75,000 ready and waiting for Welland. All the city needs to do is to ask for it.

JOHN MASEFIELD

The poems and plays of John Masefield have been brought together and published in two volumes; one of plays and one of poems. They include all of Mr. Masefield's writings in these two fields; those poems and plays which have been generally available, as well as those issued in limited form only and soon out of print.

THE YOUNG DIANA

One of the latest arrivals in 1918 was "The Young Diana," by Marie Corelli, her first novel in four years. The Canadian edition is published by Briggs.

This is a delightful tale of the rejuvenation of a lady of mature years through the wonders of modern science, in which the obviously impossible is made both credible and delightful.

THE ANCHOR

"The Anchor," a love story by M. T. H. Sadler, comes from Constable's, London. It is a clever, intensely human novel, and the author sees the London of to-day as Dickens would see it were he alive. The author is rich in his descriptive powers and has the life-giving touch in his portraiture.

CANADIAN BOOKS DE LUXE

It is interesting to record that there are in preparation two new volumes in keeping with Archie Bell's magnificent volume, "Sunset Canada: British Columbia and Beyond." The titles of the new books will be, "Central Canada: Ontario, Manitoba and the Great Plains," "Sunrise Canada: Quebec and the Lower Provinces." Later another volume dealing with the Great Lakes will be published. These are volumes in the "See America First" series, each being bound in silk cloth and having numerous full-color and duogravure illustrations.

THE CHATTERBOX

The latest issue of "The Chatterbox" annual, published by the Page Co., Boston, is dated 1919. There is a publisher's note to the effect that the present volume has been delayed by war conditions and for that reason it was decided to have no issues bearing 1918. Subsequent issues will appear annually in October.

This deservedly popular annual has won a strong place in many thousands of homes, and many of the children who greeted its first appearance in 1879 now buy the good old "Chatterbox" for their own boys and girls.

The new issue is profusely illustrated and replete with stories and other contents that make it as good as, if not better than any of its predecessors.

CANADIAN WONDER TALES

Cyrus Macmillan has brought together a collection of some of the most interesting and suggestive of Canadian folk tales. The stories have been rewritten and put into new dress, but there is no claim to originality. These tales are well known to the folk of the region and are told again and again by candle and firelight, in camps and upon the sea. Many of them are still believed and held in reverence by the Canadian Indians. Mr. Macmillan has culled from a larger collection to give the general public an insight into the quaint and primitive conditions that still exist in many parts of the country. The text has 32 illustrations in color by George Sheringham. The title is "Canadian Wonder Tales."

COTTON

"Cotton," by George Bigwood, comes from Constable's of London, being one volume of a series dealing with staple trades and industries, designed to convey a full knowledge of the raw materials and manufactured products that are of such vast importance to the life of the people as a whole. To indicate, for booksellers, the nature of this work, the chapter headings are given herewith: History of the Cotton Plant; The Development of Spinning; The Cotton Fields; Triumph of Mechanical Invention; Cotton Growing under the British Flag; Classification of the World's Crop; Modern Spinning and Weaving; "Where Merchants Most do Congregate"; Gambling in Cotton; Cotton Fabrics: An Art Manufacture; Cotton Organizations and Strikes; A General Utility Plant; Cotton "Futures"; Spindles and Looms; The Cotton Trade in War Time.

FOR WOMEN'S MEETINGS

Lydia M. Parsons, lecturer to Women's Institutes, has compiled and the Macmillans have published "Mrs. Parson's Manual for Women's Meetings," which provides women with a course of instructions for conduct at any meeting. This manual is just as useful for the ordinary member as for the official.

Gilbert Canaan's "Pink Roses" is a story of London in war time.

THREE TIMES AND OUT

PRIVATE Simmons, the hero of Nellie McClung's new book, "Three Times and Out," is now lecturing for the Chautauqua. The story of escape, which entailed so much danger and so much bravery on his part, is exciting vivid interest among the audiences he addresses. His story, written by Nellie McClung in her unusually virile style, was published in December by Thos. Allen. Mrs. McClung writes of her hero thus: "Mr. Simmons is getting along well with his Chautauqua work. The ticket holders are sometimes asked to vote on the most popular feature of the Chautauqua. Mr. Simmons' name has stood first each time."

The book tells how Private Simmons tried unsuccessfully on two occasions to escape from his German prison, how he was brought back and punished, and how in the third attempt, after almost incredible perils and hardships, he succeeded.

Here is a book that once again bears out the contention that truth sometimes exceeds fiction in the depiction of thrilling adventures.

Following are extracts from the significant concluding chapter of this book:

"The people at home are interested and speculative as to the returned soldiers' point of view. Personally, I believe that as the soldiers went away with diversity of opinions, so will they come home, though in a less degree. There will be a tendency to fusion in some respects. One will be in the matter of co-operation; the civilian's ideas are generally those of the individual—he brags about his rights and resents any restriction of them. He is strong on grand old traditions, and rejoices in any special privileges which have come to him.

"The soldier learns to share his comforts with the man next him; in the army each man depends on the other—and cannot do without him; there is no competition there, but only co-operation. If loss comes to one man, or misfortune, it affects the others. If one man is poorly trained, or uncontrolled, or foolish, all suffer. If a badly trained bomber loses his head, pulls the pin of his bomb, and lets it drop instead of throwing it, the whole platoon is endangered. In this way the soldier unconsciously absorbs some of the principles of, and can understand the reason for discipline, and acquires a wholesome respect for the man who knows his job.

"He sees the reason for stringent orders in regard to health and sanitation. He does not like to get into a dirty bath himself, and so he leaves it clean for the next man. In other words, the soldier, consciously or unconsciously, has learned that he is a part of a great mass of people, and that his own safety, both commercially and socially, depends on the proper disciplining of the whole people.

"The returned soldier will take kindly to projects which tend to a better equalization of duties, responsibilities, and pleasures. He will be a great sticker for this; if he has to work, everyone else must work too. He will be hard against special privileges. He will be strong in his insistence that our natural resources be nationalized. He will go after all lines of industry now in the hands of large corporations, and insist on national supervision, if not actual ownership.

"In religion, he will not care anything 'bout form. Denominizationalism will bore him, but the vital element of religion, brotherly love and helping the other fellow, will attract him, wherever he finds it. He knows that religion—he believes in it.

"The political parties will never be able to catch him with their worn-out phrases. Politicians had better begin to remodel their speeches. The iniquities of the other party will not do. There must be a breaking-out of new roads—old things have passed away!

"The returned man will claim, above all things, honest dealing and for this reason the tricky politicians who put it over in the pre-war days will not have so easy a time. "Guff" will not be well received. The leaders on the battlefield have been men who could look death in the face without flinching, so the political leaders at home must be men of heroism, who will travel the path of righteousness, even though they see it leads by the way of the Cross!

"There is a hard road ahead of us, a hard, steep road of sacrifice, and in it we must, as a nation, travel, although our feet are heavy and our eyes are dim. The war must be won; human liberty is worth the price—whatever the price may be!

"We do not travel as those who have no hope, for we know, though we cannot see it, that at the top of the mountain the sun is shining on a cleaner, fairer, better world."

5,000 FACTS ABOUT CANADA

The 1919 edition of the popular Statistical Cyclopedia of Canada is now out and reflects great credit on its compiler, Frank Yeigh, who has again produced a most valuable publication and one that advertises Canada most effectively. A special feature of the present issue is the chapter on Canadian War Facts, now complete. The booklet is a revelation of the growth and wealth of the Dominion, despite the war. The publishers are the Canadian Facts Publishing Co., 588 Huron street, Toronto.

BRIEF BOOK NOTES

"The Four Horsemen of the Apocalypse" has run into over fifty editions in the U.S. Its appreciation by Canadian readers has been somewhat slower, but in recent weeks it has been coming on with a rush over here as well.

"The Shipbuilding Industry," by Roy W. Kelly and F. J. Allen, is a volume that has special significance at the present time, in view of the elaborate programme of the Dominion Government for the building of a Canadian merchant marine.

No more genuine tribute to Dorothy Canfield's "Home Fires in France," could be made than the decision by the authorities of the French Government High Schools to include one of the sketches into a volume of selections of modern prose to be used in those schools.

1919 BRINGS ENORMOUSLY INCREASED BOOK COSTS

Staple Books in General Will Cost Fully 25% More—Reprint Novels and New Fiction Will Also Take Sharp Advance

THE most important development in the book trade at the beginning of the new year is the decidedly sharp increase in book prices indicated by quotations sent out by the chief book publishing houses of the United States.

In view of the interwoven interests of the Canadian book trade with that of the United States as respects a most extensive proportion of both staple books and new publications, these actions in the chief publishing centres of the United States will affect the Canadian book trade as they do the booksellers throughout the United States. Not only does this entirely kill all chances for reduced prices which some members of the trade had anticipated as a post-war probability, but it is certain that this year is going to see the greatest increase in book prices that we have witnessed in any year since the beginning of the war.

Staple books will go up at least 25% on the average. Reprint novels will have to sell at 75c and new fiction will also take a sharp advance, the $1.25 novel of standard size disappearing altogether.

The cost of labor in book publishing has advanced at greater rate than ever before in the past year and strikes still in force in New York cannot but result in still further increases in wages. All commodities entering into book-making have soared in price, some as much as four-fold since a year ago.

As to English book prices BOOKSELLER AND STATIONER has repeatedly of late indicated the upward tendency of costs and there is no indication of any abatement of this trend of prices.

LITERATURE OF THE WAR

SECRETARY OF WAR BAKER ON "THE FRUITS OF VICTORY"

Secretary of War Baker of the U. S. in his introduction to "Our Cities Awake," by Morris Llewellyn Cooke, says in part: "What are we going to do with the fruits of victory when we have won them? Civilized men take fruits from victory; savages take spoils. The important question, therefore, is how we shall use most wisely the vindicated justice and the re-established opportunity which this war is to bring. . . . It is in the light of reflections of this sort that books like Mr. Cooke's are timely and important. We may not have time enough now to remake our cities—but we can stow away in the back of our minds the picture of a better city and therefore a better home, and we can now resolve that when our energies are liberated from this great and absorbing struggle we will turn enough of them upon the problems which the city presents to make, correspondingly, a gathering of fruits there.

BRYCE'S NEW BOOK

"Essays and Addresses in War Time" is the title of a new volume by the Honorable Viscount Bryce. It presents three essays written in the first two years of the war, to explain to neutral nations the aims and justify the action of Great Britain. These are followed by three addresses of a non-political character, treating of war in general, its causes and some of its phenomena, its social effects, its relations to human progress. The seventh essay examines the history and the meaning of what is called the principle of nationality. The final article deals with the idea or plan of a league of nations to enforce peace.

THE RECKONING

Hard upon the end of hostilities in Europe comes "The Reckoning," by James M. Beck, being a discussion on the moral aspects of the peace problem, and of retributive justice as an indispensable element. The author is well known not only as a distinguished jurist, but as a publicist whose views are entitled to thoughtful consideration. His previous books—"The Evidence in the Case" and "The War and Humanity"—have been translated into many languages, and have been accepted on both sides of the Atlantic as contributions of the highest authority to a study of the causes of the war.

In "The Reckoning," Mr. Beck discusses the problems of peace, particularly in their ethical aspect. He makes a forcible plea for retributive justice, and argues that the Prussian Empire of Bismarck should be destroyed by the elimination of Prussia. He discusses in detail the fourteen terms of peace proposed in January last by President Wilson (terms which have since, in part at least, been modified), and in a careful analysis he presents certain difficulties in the way of the scheme for the proposed League of Nations.

THE NELSON TOUCH

From John Murray, of London, comes "The Nelson Touch," by Walter Jerrold, a volume of 90 pages, which presents brief, pointed, and character-revealing things said or things written by Lord Nelson from his early boyhood to his death; and shows that the "Nelson Touch" may be interpreted in relation to the whole battle of life as well as in relation to a naval battle. It reveals, in his own words, the great seaman as a man of thought as well as of action, and gifted with a rare power of simple self-expression.

THE "IRISH QUESTION"

"Ireland," by Francis Hackett, an editor of the New Republic, is not alone an informative study of the Irish situation and the causes responsible for it; a further value lies in the fact that it virtually includes all of those questions that vex statesmen who would do justice to the smaller nations. Mr. Hackett's attitude is quite impartial and he criticises Irish and English alike for their share in bringing about what seems to be an impasse, but which is really only a tangle that demands vision and skill in readjustment. A second edition containing a newly prepared index is in press. This is a book which will sell readily if booksellers will bring it to the fore, and this applies to all books dealing with controversial subjects now filling a big place in the public mind.

STALKY AND BEETLE

Rudyard Kipling's American publishers, who have recently brought out his "The Eyes of Asia" (being the letters of a wounded East Indian officer to his people at home), have just discovered through a disclosure from Hayden Church of London, the identity of "Stalky" of school boy story fame. It appears that General Alex. Dunsterville of the British Army, who not long ago captured the fabulously rich oil fields of Baku, is none other than the redoubtable "Stalky." Here is another confirmation of the saying that "the child is the father of the man." The General was "Stalky," Kipling himself was "Beetle," and they became as they have ever since remained, the closest of friends. It would be interesting to know how much of his literary background the grown-up "Beetle" has gotten from the grown-up "Stalky."

MY FLAG AND MY BOY

From the Page Co., of Boston, comes "My Flag and My Boy," by Lieut. William H. Barter, a volume of poems upon subjects connected with the war. Some of them are inspiring and patriotic and others are humorous. The volume is copiously illustrated.

A sad circumstance in connection with its publication is that Lieut. Barter, within a few days after reading the proof sheets of his book, while returning to Boston from addressing a patriotic meeting in a neighboring city, met with an automobile accident, which resulted in his death the following day.

REVEALS GERMAN MIND

"Three Years of World Revolution," is the title of a book by Paul Lensch, a member of the Reichstag, which has been published by Constable's of London.

Lensch is a leader of German Socialists, and this book tells how he sees the issues of the Great War. It is valuable as a mirror of the German mind, and primarily this is the reason for publishing the English translation.

AN AMERICAN GIRL IN GERMANY

"With Old Glory in Berlin," by Josephine Thérèse, is the title of a new book published by The Page Co., of Boston. It tells of the experiences of an American girl, her trials when virtually a captive in Hunland, and of her final escape from the minions of the Kaiser. She went to Germany in 1916 as a student of the opera, and it was eight months after the United States had entered the war that she made her escape. A publisher's note explains that for obvious reasons the author used an assumed name rather than her own in relating her story.

THE WAR EAGLE

W. J. Dawson's "The War Eagle" is a war book of great interest, presenting interesting facts about the first year of effort by the American Republic in fighting the German menace.

BRITAIN AND AMERICA

"British American Discords and Concords" is the title of a timely little volume compiled by the "History Circle" and published by Putnam's. This book summarizes the relations between Great Britain and America during the three centuries which have elapsed since Englishmen first settled on the American continent. The statements in the text may be accepted as trustworthy, and will prove extremely interesting to the general reader. Compiled by many workers from the best sources, it is commended by recognized historical authorities.

Among the interesting facts presented is one that is not widely known, this being the fact that what became known as the Monroe Doctrine had its origin in suggestions from George Canning, British Secretary for Foreign Affairs in 1823.

"THE SPRINGTIDE OF LIFE"

Lovers of the beautiful in art and poetry will be delighted with Edmund Gosse's collection of Swinburne's poems of childhood, "The Springtide of Life." It had been the poet's intention to gather these himself, but as the work had not been done before his death, Mr. Gosse carried it out in accordance with the intentions expressed by the poet. The illustrations by Arthur Rackham, are in exquisite harmony with the poet's idea.

EVERYMAN'S LAND

The latest book by C. N. and A. M. Williamson is "Everyman's Land," a romance of travel which weaves itself in and out among the cities and towns of France, which the war, while reducing many of them to ruins, has made familiar to every American. "Everyman's Land" is, of course, France, and the book is thus dedicated: "To All Soldiers Who Have Fought or Fight For Everyman's Land and Everyman's Right, and to Those Who Love France."

IN LONDON WITH LUCAS

E. V. Lucas' book, "A Wanderer in London," is an intensely interesting volume. Wandering with Mr. Lucas through London's art galleries, music halls, splendid squares, or by the Thames where smoky tug boats puff their way beneath Westminster's towers, will make you long for even the smallest attic among the famous chimney-pots, just to be in London town. The book is full of sketches and reproductions of famous paintings.

ZOE BECKLEY MADE GOOD

To show what a trained newspaper reporter can do from force of habit, the following will illustrate: Zoe Beckley was a feature writer on one of the big New York papers, accustomed at a word from the editor to go out and get up a story on a baby show, a factory fire, a dressmaker's convention, an interview with a famous chef, a political meeting, or any one of the thousand and one occurrences of a great city. But trained as she was in the unusual, she received a shock one day, when the editor came to her and casually said, "I want you to go out and live in the tenements for a couple of weeks, and then write us an 80,000 word novel. Before you begin your work, study some of those who have made a success in this type of fiction." That was all. When Miss Beckley got over her astonishment, like a good newspaper woman she went and did as she was told. The result is "A Chance to Live," which, following its serial publication, is now issued as a book.

PATHFINDERS OF THE WEST

Agnes C. Laut's "Pathfinders of the West" is a book of Canadian significance, in that the great Canadian westland is dealt with in a manner which makes it a valuable contribution to historical literature. It deals with great discoveries and while true, it reads like fiction.

A FINE BOOK FOR BOYS

"The Boys' Own Book of Great Inventions" is the telling title of a volume by F. L. Darrow, among the publications in December. It is a practical volume and one that will set the wits of many a boy to work. Not only does Mr. Darrow describe, in a fashion likely to interest youth, the great inventions of mankind, but he applies the principles underlying them to simple apparatus which the boy can construct for himself The aeroplane, the balloon, the various kinds of engines, the telephone, the telegraph, the telescope, all of these and dozens of others come in for consideration.

STORY HOUR FAVORITES

Wilhelmina Harper, children's librarian at the Queensboro Public Library, New York, has had remarkable success in conducting a story-hour for children, and the outcome of her experience is her book entitled "Story Hour Favorites," gathering together nineteen of the best stories for children of all ages. These include masterpieces by Joel Chandler Harris, Eugene Field, Selma Lagerlof, Oscar Wilde, Katherine Pyle, etc.

Booksellers will readily appreciate the suggestive value of this information for promoting sales of this book in their stores.

FOR LITTLE GIRLS

"A Little Sewing Book for a Little Girl." by Louise Frances Cornell, in the Ideal Series for girls, is written in story form to encourage little girls in the useful and beautiful art of the needle, and contains many illustrations which will aid them in learning the various stitches.

FORTHCOMING

Among the new novels to come this year are "The Soul of Ann Rutledge," by Bernie Babcock; "The Diamond Pin," by Carolyn Wells; and "The Red Signal," by Grace Livingston Hill Lutz.

LITTLE COUSIN SERIES

A new volume in the Page Company's "Little Cousin" series is "Our Little Celtic Cousin of Long Ago," by Evaleen Stein. It is a story of Ferdiad, a story of a Boy of Ireland in the time of Brian Boru. The book harks back to the time when the Celtic people held sway over an empire spreading over a large part of Europe, and is a most interesting exposition of the early history of the Celtic race—particularly the Irish—told for the edification of young readers.

TEACHING PATRIOTISM

The Page Co., of Boston, have just published a creditable book entitled "Teaching the Child Patriotism," by Kate Upson Clark. It is, of course, a book with a distinct U. S. flavor, but by substituting Canadian for U. S. symbols of nationality, it can be made the basis of the efficient training of Canadian children in the significance of patriotism. Among the chapters' headings some of the more significant ones are "Sacrificing for Patriotism," "Patriotism and Health," "Personal Responsibility in Politics."

NEW BUSINESS BOOKS

"Training for a Salesman," by William Maxwell; "Training for the Street Railway Business," by C. B. Fairchild, Jr., are important business books announced for early publication.

NEW NOVEL BY PARKER

"Wild Youth," by Sir Gilbert Parker, is an interesting announcement for 1919.

LISTS RECEIVED
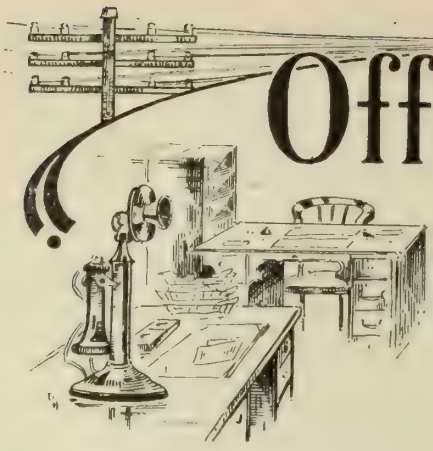
From the National Blank Book Co., Holyoke, comes a retail price list of blank books numerically arranged. It is a book of 96 pages. The index, repeated in red letters throughout the book, enhances the value of the list for ready reference.

GROWTH OF TOY TRADE IN JAPAN

Much progress has been made in Japan's toy trade in recent years. In 1915 the export amounted to 4,533,000 yen; in 1916 to 7,640,000 yen, and in 1917 to 8,409,000 yen, including 2,430,000 yen, and 3,790,000 representing the export to the United States in 1916 and 1917.

The increase of the figures in 1917, in spite of the British ban on imports, was attributed to the increase of the importation into the United States, which showed over 40 per cent. of Japan's exports to that country.

Chile, Argentina and Mexico are considered promising markets for the trade in the future. Last year large demands came from these countries, but only a portion were answered because of the scarcity of cargo space. Yet the export to these countries amounted to 300,000 yen during the year. The export to these countries, it is hoped, will be brought annually to 1,000,000 yen in value.



Office Equipment and Business Systems

IMPORTANCE OF CARRYING THE GOODS IN STOCK

Some Good Advice to Retail Stationers, With Special Reference to Loose Leaf Goods

WHILE it is an essential fact that salespersons should be well informed about the goods they sell and the uses for which they are intended, this should not be a deterrent for the stationer in his relationship to the question of installing a properly stocked loose-leaf department in his store. Loose-leaf, naturally, is a more complicated line than picture postcards and there is a corresponding difference in the possibilities for developing business. The necessary study of the loose-leaf line is well worth the stationer's while. He should learn the probable needs of prospective customers and be able to show them how to meet their needs with loose-leaf specialties. The sales force should be trained along that line.

With the great demand for loose-leaf goods, and the rapid progress that has been made toward the standardization of sizes, grades and styles the dealer should plan to carry more complete stocks and not put so much dependence upon the catalogue for making sales. "We can order this for you from the factory" never can have the selling punch that taking the goods from the showcase or shelf and placing them in front of the customer possesses.

Further, your having the goods—the complete line—in stock, impresses the customer that you have confidence in such goods—that they must be good, and afford satisfaction.

And this impression extends to yourself and to your store, as well as to the goods.

Many immediate sales are lost through not having the goods in stock—but the damage to future business is far greater. You know how it is yourself; some time or another you have been in need of some commodity and have gone to a store which by all powers of reasoning should have been able to hand out the goods—they didn't have them in stock.

The next time you had a similar need you automatically passed up this store to go to the one which supplied your wants, and quite possibly you have advised friends of yours to avoid this first store because they didn't carry a full line.

A reputation grows—either for or against a store—and the store that has the goods gets the business.

You carry a full line of the less expensive goods, but do not stock any of the higher priced ones. Now there are in every town customers for the best the market affords, and if, perchance, any of these happen in on you, and you can only show him a catalogue description, and tell him that "you can get it for him in a few days"—bang goes the impression to his brain that you do not cater to the highest class of trade and he is lost.

There are certainly some good points here. Why not give them a few moments' consideration? It is a fact, revealed by the sales records of many stationers, that their sales of loose-leaf goods are now running well ahead of blank books and yet how many stationery stores are there where the investment in loose-leaf stock will amount to one-half that of the blank book line?

Why is this? Is it because dealers do not have confidence in loose-leaf or because they have just gotten into the habit of considering loose-leaf a specialty line which they are not expected by their customers to have in stock?

Whatever the reason, it is an undisputed fact that stationers are losing business and profits because of their neglect to carry adequate stocks.

Such merchandise as ledger outfits, and the indexes and leaves for them, ring books and ring book supplies, sectional and solid post binders and sheet holders, minute books, columnar forms, order blanks, inventory and purchase order forms are now standard stock lines needed by every well equipped stationery store.

The dealer can stock these lines complete and be practically certain that he can turn them at least four times a year.

There never was a better time than right now to give some serious consideration to this matter. Why not go over your stock and check it up with some general catalogue? See how many items you have regular calls for and do not carry in stock. The result will surprise you and it is a pretty safe bet that you will give some loose-leaf house a nice fat order that they will appreciate and that will be the forerunner of many repeat orders constantly increasing in volume.

KEEPING THE DECKS CLEAR

The executive of a large Boston store, as described by "System," keeps the upper right hand drawer of his desk clear of all papers. When a caller breaks in on his work the executive sweeps all his active papers on the desk top into the drawer. This enables him to concentrate on the visitor's interview instead of allowing his thoughts to drift to some of the papers before him. It also spares the visitor the temptation of reading, or trying to read, papers which would otherwise be open before him on the desk.

LOOSE-LEAF WEEK

In the United States the second week in January is being observed as "Loose-Leaf Week" in the stationery stores. Loose-leaf windows and newspaper advertisements are the order of the day. These loose-leaf weeks have become regular semi-annual events across the border, and this trade practice has so much in its favor that it ought to be adopted in Canada as well. This will, no doubt, be a development of the action that is about to be taken toward the formation of a trade association in Canada to take in both manufacturers and retailers of stationery, this organization to be on the same plan as the National Association of Stationers and Manufacturers, which has accomplished so many reforms in the stationery trade in the United States.

TURNING TYPEWRITER RIBBONS

It has been discovered that by turning typewriter ribbons after the average six weeks' use that one side affords, the life of the ribbon will be practically doubled.

McLOUGHLIN BROS.

INCORPORATED

Established 1828



The McLoughlin line of Juvenile Books, Games, Blocks and Novelties is recognized the country over as foremost from standpoints of art, literature, binding and manufacture. McLoughlin lines, besides amusing, store the young mind with valuable and useful knowledge. They are leaders the year around, because they are most attractive, simple, interesting, educational, and reasonably priced. They are produced by a century-old organization, which combines experience, efficiency, and enormous production to give your customers exactly what they want at popular prices and furnish you with a day-in and day-out source of substantial profit. Come to see our display.

McLoughlin Bros.

890 Broadway at 19th St., New York

A SIGNIFICANT TRIBUTE

When a novelist of the standing of H. G. Wells says this of Frank Swinnerton's "Nocturne," it strikes the writer that the tribute should carry a distinct message to the bookseller as such:

"This is a book that will not die. It is perfect, authentic, alive. Whether a large immediate popularity will fall to it I cannot say, but certainly the discriminating will find it and keep it alive. If Mr. Swinnerton were never to write another word I think he might count on this much of his work living, as much as the work of Mary Austen, W. H. Hudson and Stephen Crane will live, when many of the more portentous reputations of to-day may have served their purpose in the world and become no more than fading names."

Points Out Dangers Of Misrepresentation

In retail advertising, declares a bulletin issued by the National Vigilance Committee of the Associated Advertising Clubs of the World, great harm has been done by the loose use of the word "value."

Inasmuch as nearly all of the states now have truth-in-advertising laws and in further consideration of the fact that courts have held that value is not a mere matter of opinion, but is a statement of fact, a Pacific Coast carpet sweeper case which the vigilance committee recently investigated will be of especial interest.

Would Be Harmful

The advertiser, a department store, announced that the sweeper which it declared was of "3.50 value," was on special sale at 98 cents. It did not profess that it was discontinuing the line, or that the goods were damaged. In the absence of any stated reason for such a cut in price, the local vigilance committee concluded that most people would not believe such a statement and that, therefore, the advertisement would be hurtful, even if true, and the committee doubted very much that it was true.

Investigation showed that it was not a $3.50 value, although an excellent value at 98 cents, which was below cost, apparently. However, the committee had in mind a Federal court ruling that an untruthful statement constituted a law violation even though the purchaser did get good value for his money, and the advertiser was warned against a repetition of the error.

For "Special" Sales

Carrying the investigation further, the National Vigilance Committee learned that the sweeper advertised is made for use of stores, and especially department stores for "special sale" purposes, and the matter has been called to the attention of local advertising club committees in other communities, who are also on the lookout for law violations in connection with it.

There is no objection on the part of the vigilance committee to the practice of buying articles for special sale purposes, of course, so long as the store tells the truth about the merchandise, but stores are warned and, when necessary, their owners are prosecuted for untruthful statements about values.

For Better Business

The members of the retail department of the Associated Advertising Clubs have adopted a standard practice in relation to such statements which is interesting because the members of the department framed this declaration both with the thought that adherence to it would avoid possible law violations and would, at the same time, result in advertising of a confidence-building, as against a confidence-destroying type.

These retailers have pledged themselves not to compare an advertised price with a "former" or "usual" value unless they refer to the price obtained in their own store during the current season for identical goods, and many of them go a step further and do not use a statement concerning a former value unless there was a sufficient quantity sold at that value to establish the price very definitely.

Never Use Them

It is largely because of the danger of over-statement in such advertising that a number of important stores in the United States have entirely stopped using comparative prices, never stating what the former value or former price of an article was. They announce that the value is special, and they usually call attention to the reason—that the goods are slightly soiled, the line is to be discontinued, it is near the end of the season, or some other reason that will make the customer understand why special values might be expected.

They have found that such advertisements pull more business for each dollar invested than the old type of comparative price advertising, which made so many people doubt the word of the advertiser.

Mr. Walsh, manager of T. C. Allen & Co.'s bookstore, Halifax, took ill after the Christmas holidays. The travelling book men will be pleased to know that he is recovering.

James C. Murrie, of George J. McLeod, Ltd., has the sympathy of the members of the book trade in the loss of his young son, whose death took place on Sunday, Jan. 5, as the result of an attack of influenza.

John McClelland, of McClelland & Goodchild, has just returned from a trip to England. While there he concluded arrangements whereby McClelland & Stewart take over the line of Cassell & Co., in Canada. Similar arrangements were made with the Ronald Press Company, of New York, publishers of business books.

Every Indication That Banks Look For Business to Remain Good

BECAUSE Canadians as a whole are a thrifty, hardworking people, producers in the real sense of the word, the Dominion is in excellent shape to meet the problems of the reconstruction period. Comparatively little commercial disturbance is anticipated. Canada is strong financially, and is prepared to take care not only of all her own needs, but to help supply the world shortage. Canadians will not, in doing this, become any less prosperous, in fact, the indications are that the producers, especially the farmers, will find a ready market for everything. This will help to keep everything on a sound basis.

The banks it is stated are confident that business conditions in Canada will remain satisfactory. There are no indications of any unusual tightening up of credit and while there has been some inflation due largely to war conditions, everything is sound. The banks' attitude is of especial importance to manufacturers and retailers. Bank credit when granted by commercial institutions upon the strength of, or for the purpose of, liquidating commercial transactions of early maturities, serves as a means of facilitating the flow of commodities from producer to consumer and the return of purchasing power from the consumer to the producer through the various channels of circulation.

This process enables goods to act as a means of purchase and payment for other goods, and when the maturity of the average loan granted (or "credit" allowed) is no longer than that of the productive processes in which the community is engaged, the effect of it is only that of facilitating and promoting production and distribution. When the loans granted or credit extended by the banks are in excess of the normal value of the goods offered for exchange, there is brought into existence an additional or surplus volume of purchasing power which has the same effect upon the prices of commodities as does a corresponding addition to the money supply, inasmuch as it may be offered for commodities and may thus create a demand for them. Credit expansion becomes inflation when the increase of prices it produces brings no commensurate or offsetting increase of production.

The reason why the public, and especially the banking community, looks with so much interest to the reserves of the banks is understood when the nature of credit inflation is carefully considered. Ordinary extension of credit made for the purpose of facilitating the exchange and circulation of goods require little or no addition to the reserve funds of the banks, because the credits thus granted in the main offset and cancel one another, leaving an unimportant margin to be redeemed in cash.

WELDON ROBERTS
· RUBBER ERASERS ·

All over the world WELDON ROBERTS erasers are esteemed because of their unrivalled quality. To introduce them to a customer is to earn his thanks and future trade. To know them is to want them always. Samples free to stationers anywhere.

WORLD'S QUALITY STANDARD. 88 STYLES

WELDON ROBERTS RUBBER Co. NEWARK, N.J. U.S.A.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 150 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 145 W. 45th STREET

Lippincott's Handbooks and Manuals In Stock

School and Home Gardening - $1.35
By Kary C. Davis

Training the Little Homemaker 1.00
By Mabel Louise Keech

Home Labor-Saving Devices - 1.00
By Rhea Clarke Scott

Clothing for Women - - - 2.00
By Laura I. Baldt

Successful Canning and Preserving - - - - - - 2.00
By Ola Powell

Liberal discount to the trade.

The Geo. M. Hendry Co., Ltd.
Toronto

THE · INK · FOR · ALL · PEOPLES

· SHIP ANYWHERE · ANYTIME · ANY QUANTITY BY MAIL ·
ROYAL INK POWDER
· SIMPLY ADD WATER · · NON-CORROSIVE · NON-FADING ·

Stock up now. Be ready for demand sure to follow our advertising which is now appearing in leading financial papers and magazines. Put up in three sizes and colors. Blue Black, Red and Green. ½ pint; pint and quarts.

Write for prices and discounts.

ROYAL INK COMPANY
11 COLBORNE ST. TORONTO. CANADA

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

New Goods Described and Illustrated

SOME NEW BAGS

Beaded bags are quite the mode for the exclusive trade. They are fashionable in all sizes, but possibly those inclined to be oval in shape or else on the square order are favored oftenest. One new style called the "miser" bag is on the market. It is really two bags made in one piece, the middle of which forms the handle, while either end, tasseled, forms a bag; there are two slides which hold the openings in place. The bag is made of either silk or velvet, beaded. Another clever bag has just been designed in New York. It is the "acorn" bag, which name describes it well. The lid has a soft ribbon handle which passes through the centre of it; in this way the lid does not separate entirely from the lower part of the bag, though it may be removed at a distance, which gives freedom for delving into the bag.

Cretonne bags are carried more now by shoppers, while the beautiful silk, satin and velvet ones are preserved for the one purpose of being responsible for the whereabouts of Milady's knitting and yarns. Celluloid clasp handles are used for the majority of the more expensive bags and a plain, bright colored satin lining gives a really élite appearance to whatever is used for the outside. Rich brocades and velvets still hold the premier place for that part of the bag, however.

NEW SELF-INKING PAD

A new self-inking stamp pad introduced by Stewart & Co., N.Y., has guides to confine ink to stamp and pad. It is of extra heavy construction but is easy to operate.

NEW IDEA FOR WIRE LETTER TRAYS

A new wire letter tray introduced by the Peerless Wire Goods Co., of Chicago, can be built up to any desired number of sections by means of a simple arrangement of parts.

ARCH FILE WITH PERFORATOR

A file combining perforator and arch has been devised by Frank A. Weeks Manufacturing Company, 93 John Street, New York, N.Y. The perforator lies above the arch, and makes it possible to use the arch and perforator in combination. The centres on the arch and perforator correspond with the Shannon file standard.

ROLL OF HONOR RECORD

An honor roll, with the individual names etched in metal and mounted on a beveled mahogany panel, is produced by the Strongheart Company, 1510 South Wabash Avenue, Chicago. A heading plate, "Our Roll of Honor," 16 x 6¼ in., forms the head of the roll, and the individual name plates are suspended from it.



NEW CHALK BOX

A three stick box of white and colored chalk crayons called "Little Folks," is the latest introduction by Binney & Smith Co., of New York. This box is a one cent retail item and a good indication of its appearance is conveyed by the illustration herewith.

FOLDS ENVELOPES

A new British machine is the "Carmic" adjustable envelope and bag folding machine made by Peter Carmichael & Co., 4 Car St., Limehouse, London, E. 14. All classes of paper can be folded and made into envelopes on this machine, which is easily interchangeable from one size to another and from envelope to bag shape. Capacity is 28,000 to 32,000 a day and it does not require special skill to operate. Only a nominal amount of motive power is required to operate the machine.

"KUMBAK"

A new emblem of good luck which is meeting with some attention is called "Kumbak." It is a quaint figure made of a composition with wire reinforcement, originally designed to insure the safe return of the boys from "over there." It is used for mantel or desk ornament or for book-ends.

NEW TINTED PAPERS

The Copp Clark Co. have placed on the market a new line of papeteries called the "Westlake," in tinted linen paper with gold border in blue, mauve, dove grey and white. There are two sizes: regular correspondence size and Norfolk size with long narrow envelope, 6½ x 2¾.

Papeteries with tinted paper and gold border are quite the vogue now and are having a ready sale.



AUTHORITATIVE FASHIONS IN BAGS

Fancy bags "a la mode" as shown by Lord & Taylor, New York. In the upper left corner is a model of navy silk moire bound with gold braid and finished with a loop and clasp of the material. Below is a taupe chiffon velvet model stencilled in shades of old rose, blue and yellow and lined with French blue satin. In the centre is a golden brown satin bag with medallion of black and gold thread; the loop handle with side clasp is a new touch. The upper right bag is of navy silk moire lined with satin of brown, red and gold in Persian design. Note the 9-inch measure on the bag-top. In the lower right corner is a snappy little black patent leather bag with yarn pattern in rose, blue or black embroidered on the side and black yarn forms an edge; black enamelled heads are effective handles.

To the Booksellers of Canada who have made 1918 a year of such great achievement with our publications

GREETING!

This year our efforts will be to make 1919 your biggest year and to that end we have extended our line by the addition of the publications of

Cassell & Co. of London

and

The Ronald Press of New York

Making our line the most complete in Canada

Cassell & Co.'s
Publications

Comprise a range of wonderful possibilities at medium prices. Best selling staple volumes in Gardening Books, Dictionaries, Technical Books, Standard Titles, and Juvenile Books, including the King of all Annuals

CHUMS

&

The Ronald Press Publications

BOOKS FOR BETTER BUSINESS

Dealing with :

Accounting Advertising Laws of Business Retailing

And other volumes on Vital Commercial Topics

THE HIGHEST GRADE OF BUSINESS BOOKS TO BE PROCURED

McCLELLAND & STEWART
PUBLISHERS -:- TORONTO

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

"DEXTER"



The highest grade hand feed Pencil Sharpener made or possible to make. Equipped with POINT ADJUSTER which SAVES THE PENCIL and produces any point from blunt to fine, stopping cutting when desired point is produced.

SHARPENS ANY SIZE PENCIL

Send for Price List, it will PAY You

AUTOMATIC PENCIL SHARP. CO.
1521 Garland B., Chicago
Canadian Representatives
A. R. MacDougall & Co.
468 King St. West Toronto Ont.



Retail price per package of 60 boxes $9.00
Dealers price $5.85.

Send $5.85 for a Sample Package to-day

H. A. BEMISTER
10 Victoria Street Montreal

"The Guarantee of Quality"

FULTON
Self-Inking
Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

NEW GOODS
DESCRIBED AND ILLUSTRATED

NEW TAPE MOISTENER

A new tape moistener has been put on the market by the Standard Paper Co., 52 Vanderbilt Avenue, New York. The device is put out under the name of the Ryco Moistener. It retails at $5. The device is substantial and attractive in appearance and is easily operated. The series of rollers place just the correct amount of moisture on the tape to insure rapid and permanent sealing. The tape for this machine is made of high quality kraft or manila, several colors being carried in stock. Rolls are 800 or 250 feet.

NEW INDEX CARD SYSTEM

A new index card system has just been introduced by the Best Index Card Co., 21 Park Row, New York. The equipment is such that the cards spread automatically, thus showing about twenty cards at one time. The cards can be used in existing equipment, and the "spreading" feature remains whether used in or out of drawer.

When in drawer, by pulling the guide cards apart by their tabs, the cards between will spread, exposing to view the names written at the top. When out of drawer, by holding the cards between the thumb and forefinger at the extreme bottom, they will likewise spread.

Visibility with these cards is always possible—whether in an active card drawer, a transfer case, or the hand. One or two cards are visible while stationary, and three or more by expansion as explained.

It is a great convenience and time-saver to be able to take a number of cards from the pocket, hold at the bottom, and see at once the card desired—giving visibility at all times, without special fixtures—as compared with the old way of fingering each card.

Cards may be subdivided as desired by the use of guide cards, so as to make it possible to locate any name instantly with one turn only.

Space is economized by using right and left hand tabs, or by writing name on front and back of tab, thereby making the tab interchangeable—and the card may then be placed wherever desired. Under this plan no more space is consumed than by ordinary cards of the same thickness.

Pugh Specialty Co., Limited

38-42 Clifford Street
TORONTO - CANADA

Manufacturers and Manufacturers' Agents.

French Ivory (Made in Canada). Photo Frames, Boxes, Toilet Articles and Novelties.

Booklets, Post Cards, etc., for all seasons and occasions.

Toy Books.

Pennants and Textile Novelties, Active Service Banners.

Welcome Home Banners and Pennants, Victory Pennants and Celebration lines.

Purses, Wallets and School Bags. Souvenir Novelties.

If you don't get our catalogue regularly, send us your name. It's well worth having.

THE STANDARD Memorandum Calendar



The best and most popular on the market.

Highly finished black Japan base (nickel arches) with pad. Also comes in brass (brush polish finish) brass arches. Liberal discounts to stationers.

Write for Prices, etc.

EDWARD KIMPTON CO.
Wholesale Stationers
60 John St. - New York

Artists' Material



Drawing Material

Mfrs. since 1854 of high grade Artists' and School Oil and Water Colors, Canvases, Brushes, Woodenware Outfits, Drawing Tables, Boards, Filing Cabinets.

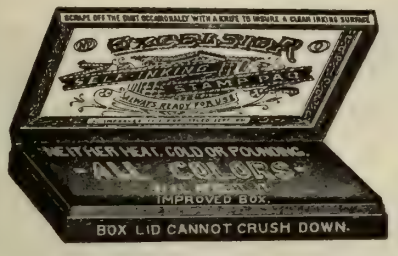
Catalogue and sample books on request

F. WEBER & CO.
Philadelphia, Pa.



Branches:
St. Louis, Mo.
Baltimore, Md.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.
Passaic, N.J., U.S.A.

Our Specialty:
STAMPING INKS OF ALL KINDS

The spaces on this page are equivalent to

Double Buyers' Guide Spaces

THE RATE IS

$5.00 Per Month

on Yearly Contract
Single Insertion $7
A Good Live Page—High value in publicity at minimum cost

Your Sales Increase

when you adopt our
Sample-Set Advertising
for more business on
Typewriter Ribbons and Carbons

It is a direct-to-user advertising which brings the prospect right to your store.

The Caribonum Policy
is "Quality First" and stationers can therefore rely on a line of goods of such standard quality and uniformity as puts them in a position to permanently retain the trade of every customer who once uses the goods.

Give Us A Trial.

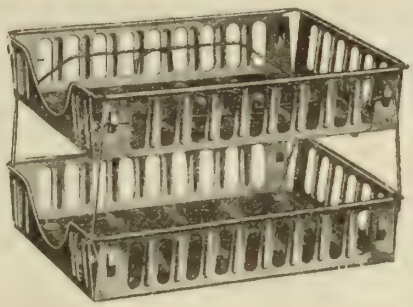
CARIBONUM COMPANY, LIMITED
54 Wellington Street East, Toronto

INSTRUMENT HOLDER

A new attachment, designed for the convenience of members of orchestras and other musicians, is an instrument holder which fastens to the standard of a music rack. It consists of a main arm that projects horizontally at one side of the upright, and a cross arm provided with two or more adjustable brackets, on which a horn or other instrument can be placed when not in use.

NEW TOYS

In after-the-war readiness, J. G. Brenner & Co., the Manchester toy makers, have begun the making of a number of entirely new toys, including new toy cranes with self-gripping hooks, and a toy telephone, described as "the real thing," to retail at a shilling in England.



The illustration herewith shows desk basket trays of a more substantial type than those made of wire. These are obtainable in tiers of two baskets and more as well as in the form of single baskets.

SPEEDS UP BOOKKEEPING

The Stationers' Loose Leaf Co., of Milwaukee, and New York City, have put on the market the Faultless Steel Box Tray for use with bookkeeping machines. This tray, with posting unit sorter, speeds up posting with minimum labor. The vertical position of the sheets allows the bookkeeper to quickly put his hand on accounts to be posted.

A NEW WALKING DOLL

A new unbreakable doll which walks, kneels and dances has been placed upon the market by an American inventor. This doll is twenty-six inches high and can be operated by any small child. One of the features of this toy is that there is practically nothing to get out of order as it does not contain mechanism of any kind.

Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

FOUNTAIN PENS
GRAVITY STYLOS
INK PENCILS

We offer the trade new ideas in merchandise with a guarantee that our goods are right.

Gravity Stylo Pen With a new and exclusive self-filling device. Three styles to retail at $1.50 $1.75 and $2.50 Prompt Deliveries Assured.

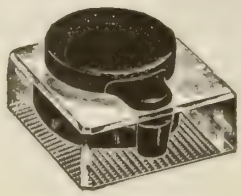
PARAMOUNT SELF-FILLER PEN
An excellent pen, splendidly made, that retails at $2.50, allowing a liberal margin of profit



Farrell & Hosinger
Company
LARRY J. FARRELL
GEORGE N. HOSINGER
Manufacturers of
FOUNTAIN, STYLOGRAPHIC AND GOLD PENS
Canadian Representative Wanted
63-65 Irving St., Jersey City, N.J.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS
OF ALL STYLES



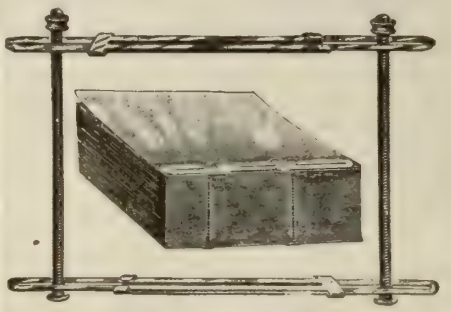
Manufactured by

Frank A. Weeks Mfg. Co.

93 John St., NEW YORK CITY, N.Y.

Canadian Jobbers handle our lines.

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

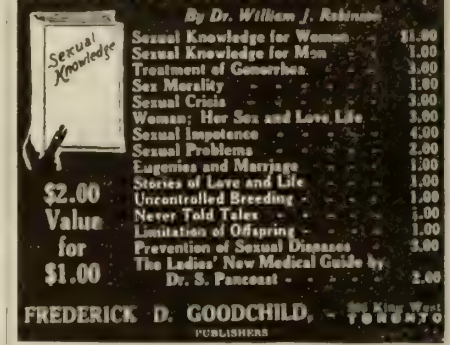
ROCKHILL & VIETOR
Sole Agents, Dept. F.B, 22 Cliff St., New York
Branch: 180 N. Market St., Chicago

The spaces on this page are equivalent to Double Buyers' Guide Spaces

THE RATE IS
$5.00 Per Month

on Yearly Contract
Single Insertion $7
A Good Live Page—High value in publicity at minimum cost

The Famous Health and Sex Books



This advertisement appears regularly in Mac Lean's Magazine, Everywoman's World and Farmers Magazine, thus creating demands by the public at the bookstores. You should have these books in stock to fill orders that will result.

"Games that Amuse"

Wanted a company to take over the Canadian patents of the Liberty Games Company on a royalty basis, or can buy outright. Products include:—

Liberty Checker Board
Liberty Chess Board
Who?
Tinkles

To those interested address

The Liberty Games Co.
2149 N. Vanpelt St.
PHILADELPHIA, PA., U.S.A.



Every merchant needs the protection a complete N.C.R. System will give him

Peace is bringing increased competition in your business.

You must meet that competition. You cannot afford to run the risk of losing a single cent of profit.

A modern National Cash Register and an N.C.R. Credit File will enable you to get all your profits on every transaction in your store.

Because—

1. They will make it possible for you to run your store with the least expense.

2. They will prevent the mistakes and disputes which cause loss of trade.

3. They will enable you to give customers the quick, satisfactory service which wins new trade.

4. They will give you the accurate records which you need to control your business.

5. They will protect your money, your clerks, your customers, and yourself.

The National Cash Register Company, Limited, of Canada, Toronto, Ont.
Offices in all the principal cities of the world.

British Goods Are Standards of Value

Charles W. Baker

Buying Agent

General Merchandise and Products of Great Britain.
Manufacturers' invoices forwarded to Buyers.
A live buying agent on the spot will save you money and look after your deliveries.
Selling Commissions undertaken.
References on application.

24 Silk Street & 42-46 Whitecross St., London E.C. 1., England

Cables: Telereka, London. Code: A.B.C. 5th
Phones: 693 Central, 2107 City, 2615 Dalston

AFTER THE WAR

I shall welcome orders or enquiries for my British-made Carded Goods, Writing and Drawing Sets, Stationers' Sundries, etc.

At present my output is absorbed for Government orders, Orders of National Importance, and for old-standing Clients of the British Wholesale Trade.

Illustrated list on request

H. A. COOMBS'S CARDED GOODS
10 Farringdon Avenue, London, E.C. 4., Eng.

For All British Fancy Leather Goods

Fancy Jewellery, Photo Frames, Etc.

Write:

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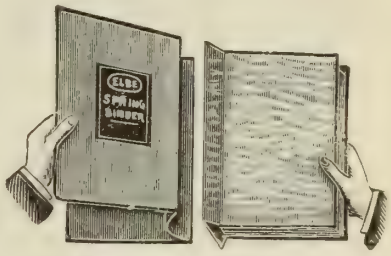
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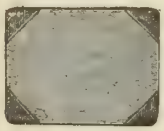
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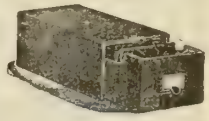
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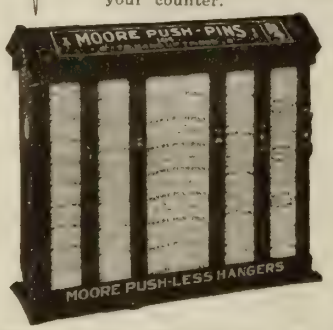
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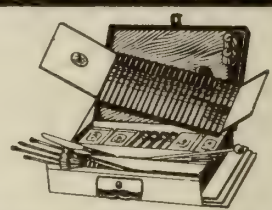
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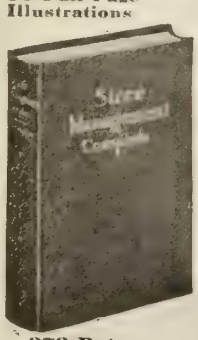
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"This means that we may not expect soon to have them all with us here.—They need our help and encouragement now perhaps more than at any other time since they left home in order that they may be inspired and strengthened to maintain that fineness of character, manner, and conduct which has earned for them such universal respect.

"I believe that among all the influences which may be focused upon this object, the strongest and most far-reaching is that which emanates from home letters, and I therefore urge the mothers, fathers, wives and sisters of our soldiers overseas to express themselves earnestly in their letters as their share in seeing that the high standards which America represents both here and abroad shall be constantly upheld."

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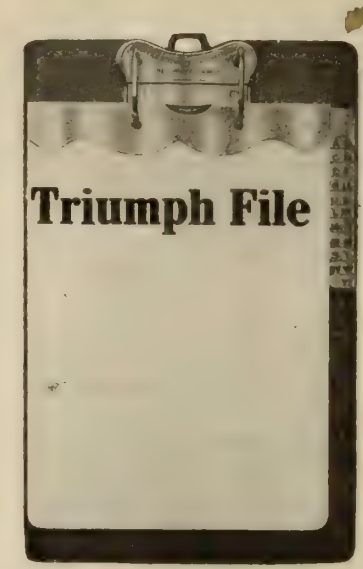
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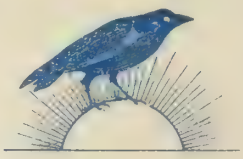
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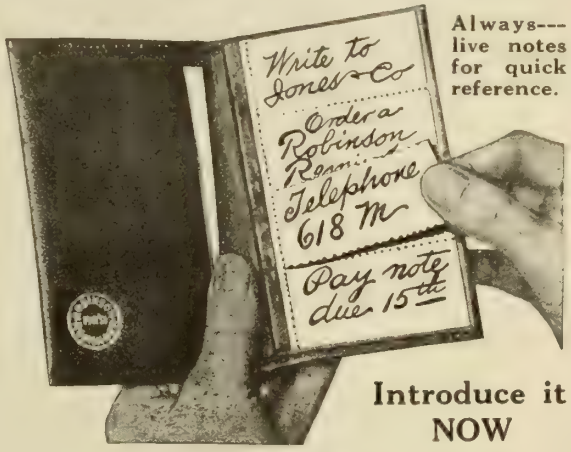
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Extract from Author's Foreword



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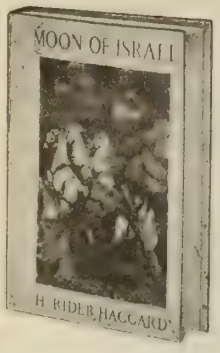
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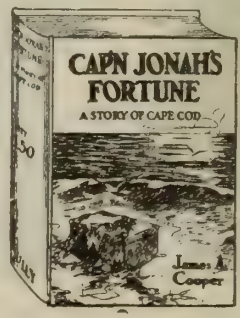
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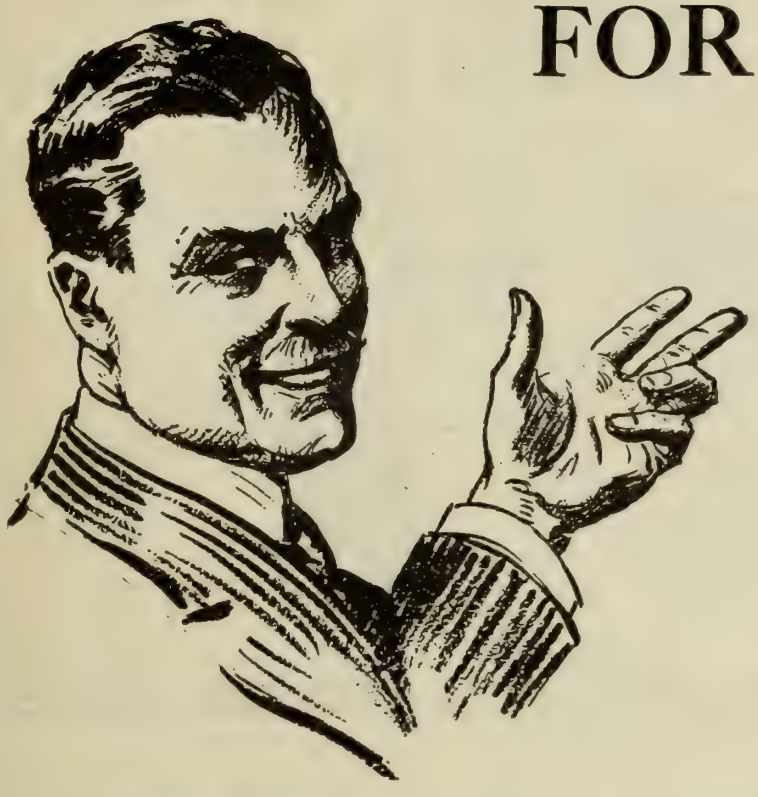
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FOR 1919



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Here is a list of good things that are going to be good tonics for profitable holiday business this year:

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Photo Frames—A great range at popular prices and an extraordinarily attractive new line of high grade, hand-carved wood frames in different sizes. These latter will retail at from $3 up and will fill a need for a better grade of these goods which has long been felt in the trade.

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Fancy decorated paper, ribbonzene, tinsel cord, tinsel garlands and tinsel Christmas tree ornaments, candles and candle-holders.

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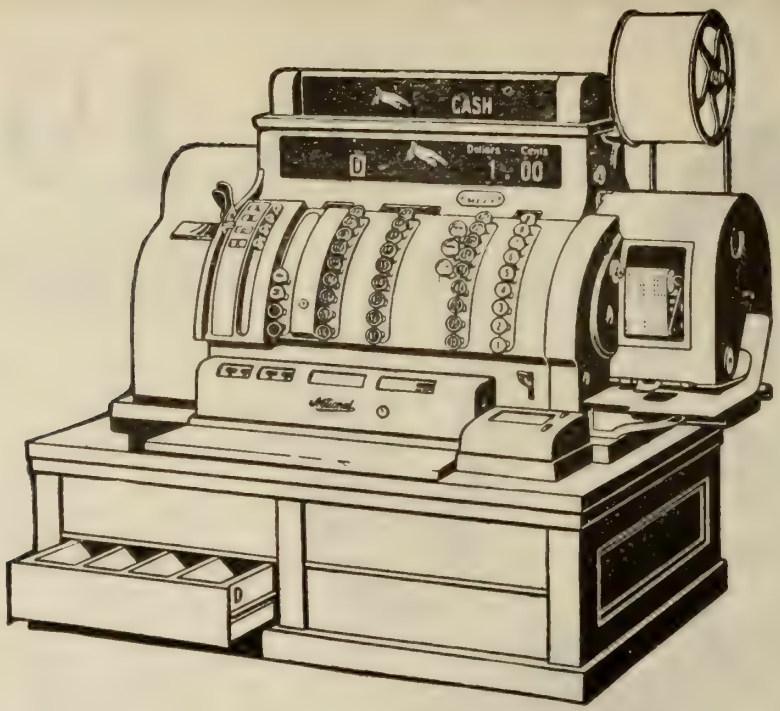
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The best store improvement you can make to-day is to install a modern National Cash Register — because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers — the greatest inducement that any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

The National Cash Register Company, of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

60th Year

This Attractive Panel





This Attractive Panel—$1.00.

For Your Window to Make Trade For You.

Esterbrook Pens in Esterbrook Counter Display Cases bring many people into a store whose needs for many other things than pens can be supplied by you.

The Esterbrook Counter Display Cases enable the pen purchaser to make an easy and quick selection.

We have a limited supply of these attractive Window Display Panels and will send one for $1.00 to a dealer whose window space is sufficient to make a proper display. If the dealer will use the panels for a week and then fold and store, he can use the same panel every couple of months for a long time.

If you use Esterbrook's Window Display, you attract attention to your store.

Write for a photo of one of our suggestions for an attractive window trim. It will be a profitable week for you whenever you use the Esterbrook Window Display.

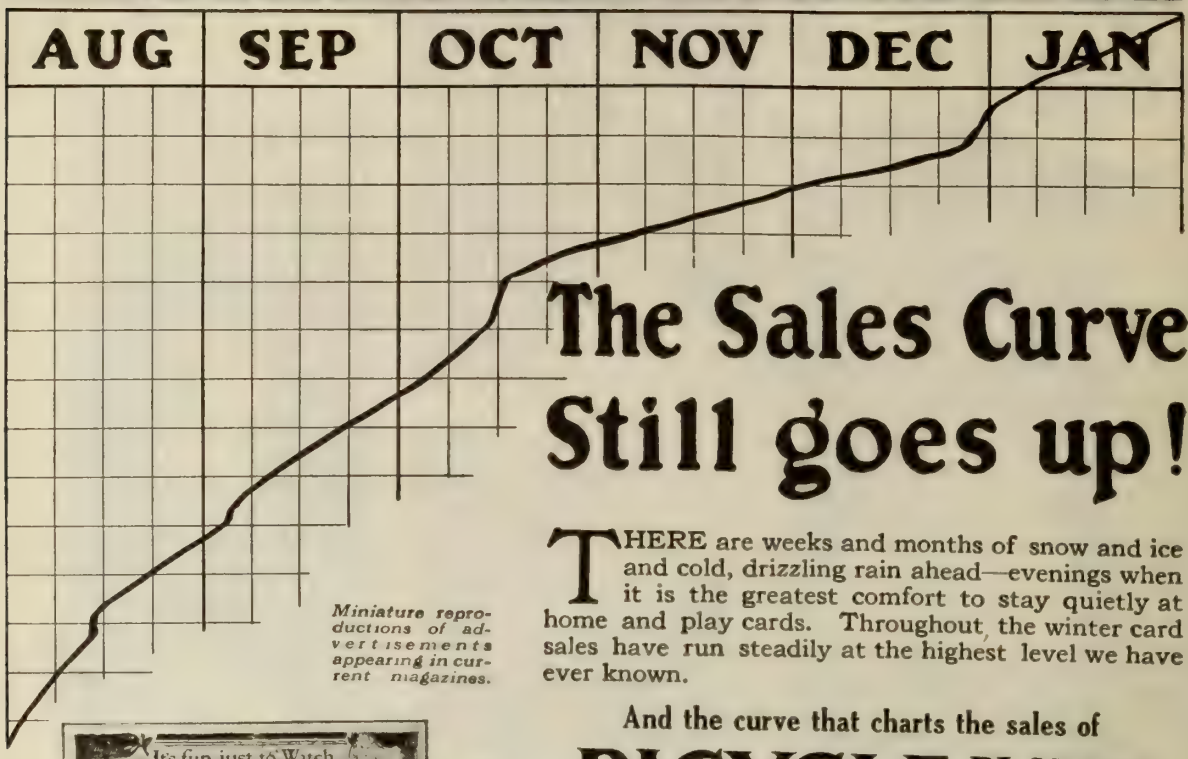
The Esterbrook Counter Display Cases tie up less money in stock, offer a complete line, save counter and shelf space. Make it easy to sell.

Write us to-day for further particulars. Tell us the size of your window.

Esterbrook Pen Mfg. Co., 18-70 Cooper St., Camden, N.J.

Esterbrook Pens

"Easiest to show!" "Easiest to sell!"



The Sales Curve Still goes up!

Miniature reproductions of advertisements appearing in current magazines.



THERE are weeks and months of snow and ice and cold, drizzling rain ahead—evenings when it is the greatest comfort to stay quietly at home and play cards. Throughout the winter card sales have run steadily at the highest level we have ever known.

And the curve that charts the sales of

BICYCLE PLAYING CARDS AND CONGRESS PLAYING CARDS

is still going up.

As usual the biggest gains have gone to the livest dealers—or at least the ones that are most alive to the possibilities for profit in playing cards; if they are given a little attention, and merchandized a bit.

Bicycle and Congress playing cards are being more heavily advertised right now than they ever have been. And many of our dealers tell us—better advertised. The copy is human, suggestive, homy—bound to tell heavily in popularizing card sales at home.

Everybody has known Bicycle and Congress playing cards for years, and asked for them or at least accepted them without question.

All that is necessary to get your full share of the good playing card business that is adding to dealers' profits everywhere is to stock the cards—preferably all the popular backs—and display them. Let people know you have what they want.

Send now for price list and sample backs.

The U. S. Playing Card Company

CINCINNATI, U. S. A. **WINDSOR, CANADA**

Department 4

Appealing to Business Men

You have gentlemen customers who are careful and discriminating in their selection of personal stationery. They want a *Note Paper* that suggests social standing and is distinctly masculine.

To these men nothing will give better satisfaction than a *High Grade Bond*—and there is no better bond than



SUPERFINE LINEN RECORD

Facsimile of Watermark

Most Business Men are well acquainted with *Canada's best bond paper*—use it for their commercial stationery—and would be pleased to see it on display in your store in note paper and envelopes.

Superfine Linen Record note paper in *Commercial* size with *Baronial* Envelopes to match is put up expressly for men. It is also made in Octavo and Empress size—both white and azure.

GRAND PRIX, PARIS, 1900

Ask your wholesaler to-day for prices and at the same time enquire about *Rolland Parchment.* Note paper and envelopes.

The Rolland Paper Co., Limited

General Offices:
142 St. Paul St. West
MONTREAL

High-Grade Paper Makers
Since 1882

Mills at
St. Jerome, P.Q., and
Mont Rolland, P.Q.

VALENTINE'S SERIES
POST 

CARDS

Our Travellers Cover Canada

Wait for Them!

1919
CHIEF LINES

Toy Books
Juvenile Books
Book Toys
Book Novelties
Christmas Booklets
New Year Booklets
Tags and Seals
Postcards
Calendars
Children's Blocks
Games
Dominoes
Chess and Checkers
Christmas Bells
Tinsel Cord and Ribbonzene

Valentine & Sons United Publishing Co., Limited

Toronto **Winnipeg**

VENUS PENCILS

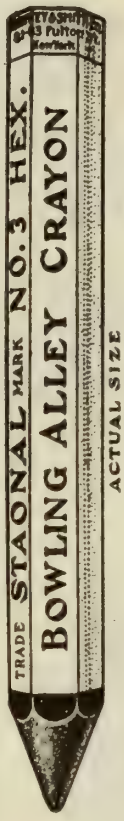
YOU take no chances when you carry a full line of VENUS Pencils because they already are the largest selling quality pencils in the world.

Their immense popularity is due to just one thing—they represent PENCIL PERFECTION for any purpose and the public knows it.

American Lead Pencil Co.

220 Fifth Ave., New York
Also Clapton, London, Eng.





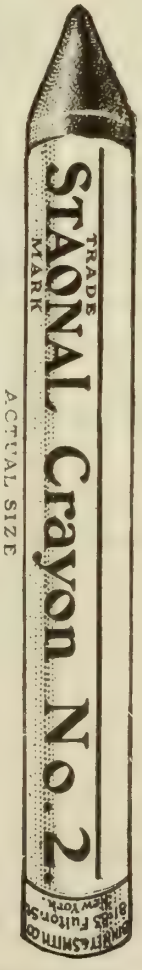
The Value Of Your Judgment

When your opinion is asked about Crayons, you can go the limit in urging the use of the Gold Medal brands.

They are best in quality and will find ready sale on that merit alone. Your judgment can never be questioned when you recommend this line—60 items at your disposal.

"CRAYOLA" TRADE MARK





The most popular of all school crayons. Packed 6 to 24 colors in a box. In bulk and solid colors for refills.

White and Colored Chalk

Made in three grades, all brilliant colors. Write for a sample of "Little Folks" package of chalk, containing three sticks of white or colors.

Catalog and price list of entire line sent on request.

BINNEY & SMITH CO.
81 Fulton St. New York

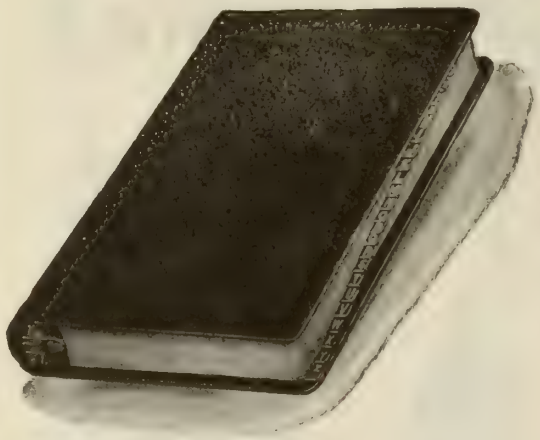
B & P Hercules Price Book Covers

Are All That The Name Implies

EXCEPTIONALLY STRONG

Bound in very flexible Levant Grain, Fabri-Hide, the most durable artificial leather that can be produced.

Experts have judged it to be real Cowhide at sight.



In view of the present high cost of good leathers, the Hercules supplies a demand, that is persistent at this time, for good wearing Loose Leaf Price Books at moderate prices.

If properly displayed, Hercules Price Books will be one of the most profitable lines for the progressive Stationer. Made in all the Standard Price Book sizes in ½-in. and 1-in. capacities. For sizes, prices, etc., see page No. 44, Dealer's Net Price List.

Boorum & Pease Loose Leaf Book Co.

Hudson Ave. and Front St., Brooklyn, N.Y.

Salesrooms:

109-111 Leonard Street, New York
Old South Building Boston, Mass.
Republic Building, Chicago, Ill.
4000 Laclede Avenue St. Louis, Mo.



THE "REGENT" LEVER FILE
Packs Flat.

The Four Leading Lines in Letter Files

ROTAX Spring Clip
KISMET Quick Binder
FALINGE Flat File
REGENT Lever File

(Packs Flat)

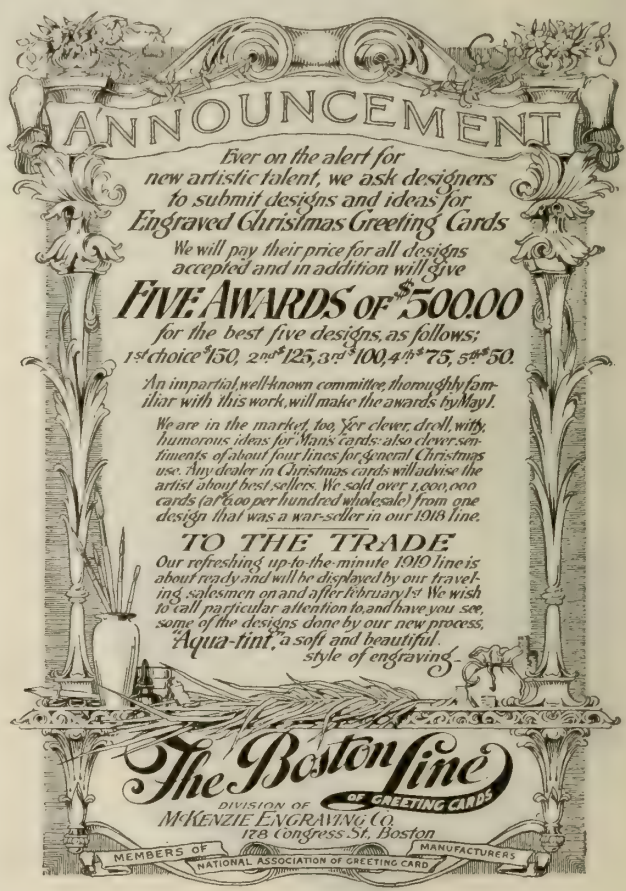
Specially Designed for EXPORT

Manufactured by

W. H. HILTON & CO.

VEROTAX WORKS, ROCHDALE, England

Catalogues and Samples on application.



"Jewel" No. 100
Safety Fountain Pen



Fitted with 14k. Gold Nib

12/6

Mounted 2 Bands 17/6

Patented in All Countries

Advantages
- Large Ink Capacity.
- Strength.
- Perfect Flow, always ready for use.
- Can be carried in any position.
- Fitted with Gold Nib to suit any hand.

"Recorder" Stylographic Pen

Best Workmanship and Finish.
Can be carried in any position.

10/-

Sole Makers:

JEWEL PEN COMPANY LTD., 76 Newgate St., LONDON, E.C.1, England

A good blotting
that gives you a good profit

CLIMAX

Just such a blotting as you can confidently recommend to every customer appreciating good value at a moderate price.

Climax corresponds in every essential to the requirements of critical office men. Smooth, Absorbent, Long Wearing—the kind of blotting that they come in again for.

Leading Canadian paper dealers handle Climax Blotting. A trial supply will show you how it sells.

MADE BY

RICHMOND PAPER MANUFACTURING CO.

RICHMOND, VIRGINIA, U.S.A.

Display Cane's Pencils like this and they'll sell themselves



The accompanying cut can only give you a faint idea of the attractive appearance of this counter display.

The way it shows the pencils will keep them selling without any effort on your part.

Each stand contains half a gross—tipped and finished in six different colors, one-half of which sticks up.

Your wholesaler can send you one. It costs you $2.40, and the pencils retail at 5c each.

Remember: Cane's Pencils are entirely Canadian-made and are just as good as the best imported.

The Wm. Cane & Sons Company

Newmarket, Ontario

CUSTOMERS

Why not make every one of your occasional purchasers a regular customer?

It is being done throughout the country every day by stationers who sell

Crane's Linen Lawn

(The correct writing paper)

whose enviable prestige is constantly impressed upon the minds of users of fine stationery through the effective use of the best National advertising mediums available. It requires but a single purchase of this exceptional writing paper to transform your patron's most sanguine expectation into a satisfied realization.

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

William Sinclair & Sons

(Stationers) Limited

Makers of

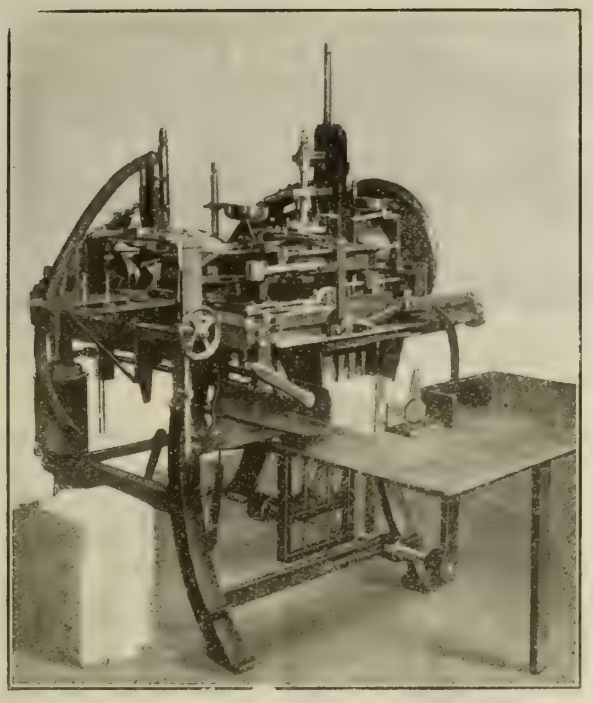
Account and
Memorandum Books
Pocket Books
Writing Pads
School Stationery

Main Office and Factory:

ALBERT WORKS

Otley, Yorks, England

LONDON:—22, Ivy Lane, Paternoster Row, E.C. 4



AUTOMATIC
COMBINED ADJUSTABLE
ENVELOPE AND BAG
FOLDING MACHINE

The "CARMIC" BRITISH MADE

1. TWO machines in ONE.
2. ANY size envelope or bag can be folded upon the "CARMIC" within the specified range of each machine, which is practically unlimited.
3. The change from one size to another being carried out in about one hour.
4. The change from envelope to bag shape being carried out in about half an hour. NO change of box is necessary.
5. All classes of paper can be folded.
6. Output of machines from 28,000 to 32,000 per day.
7. Does not require special skill to operate.
8. Very little motive power is needed to drive machine.
9. Best material and workmanship throughout.
10. Machine does not gum the sealing flap.
11. Space required for machine and operator, 6 feet by 5 feet.
12. Machines supplied ready for working.

Instruction for changing and adjusting sent with all machines.

All enquiries should be accompanied with patterns and particulars of range (largest and smallest) required.

Also makers of Envelope Gumming Machines (Power and Hand.)

Prices and full particulars to be obtained from the makers

PETER CARMICHAEL & CO., Limited
4 Carr Street, Limehouse
LONDON, E. 14 ENGLAND

BRITISH Drawing Inks

MANUFACTURED IN 19 COLORS

BRITISH CAPITAL & LABOUR
TRADE MARK

Made in All Sizes



FOR

Draughtsmen
Engineers
Architects
Artists
Schools
etc., etc.
Used in all Government Works,
Naval and Military

The
British Drawing Ink & Adhesive Mfg. Co.
31 Great Ormond Street LONDON, W.C.1.

PICTURE POSTCARDS

A unique collection to suit all tastes

Birthdays Easters Comics Heather Relatives
Xmas and New Year Studies Greetings
Lovers Lucky Black Cats
St. Patrick's Day

Specialty: Local View Printing from customers' originals.

New Collection of
CHRISTMAS FOLDING CARDS
$1.00 to $7.00 per gross.
NOW READY ☞ WONDERFUL VALUE!!!

Writing Pads Dressed and Undressed Dolls
Condolence Cards Cabinets
Birthday Folding Cards

Terms: Goods shipped through London Houses or cash with order, otherwise write for address of our nearest Agent.

The "PHILCO" PUBLISHING Co.

PHILCO SERIES

Holborn Place London, W.C.1. Eng.
Cable Address: "Philcoco," London

The wonderful "O-K" Lines

Paper Fasteners Erasers and Letter Openers

The constantly increasing demand for these products prompts our suggesting that dealers anticipate their requirements well in advance. This will enable you to render the best service to your customers by having, in stock, what they want — *always.*

O.K. TRADE MARK REG. U.S. PAT. OFFICE

— Write for our Latest Prices and Literature —

THE O. K. MANUFACTURING CO., SYRACUSE, N. Y., U.S.A.



TERRY'S "avecta"

pen rule or pencil clip

Order NOW—for Peace Delivery

To ensure early supplies of this fine seller and profit maker—an early order is advised.

It saves loss of pen, pencil or rule.

10c. Line

HERBERT TERRY & SONS LIMITED

The Spring and Presswork Specialists

REDDITCH, ENG.



A popular quick selling pen :

THE "ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

THE·INK·FOR·ALL·PEOPLES

·SHIP ANYWHERE·ANYTIME· ANY QUANTITY BY MAIL·

ROYAL INK POWDER

·SIMPLY ADD WATER· ·NON-CORROSIVE·NON-FADING

Stock up now. Be ready for demand sure to follow our advertising which is now appearing in leading financial papers and magazines. Put up in three sizes and colors. Blue Black, Red and Green. ½ pint; pint and quarts.

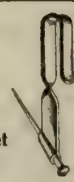
Write for prices and discounts.

ROYAL INK COMPANY
11 COLBORNE ST. TORONTO. CANADA



Save Your Energy

when clerks are scarce and every moment counts. You should help them to serve your patrons quickly by placing this Cabinet on your counter.





This Style L Cabinet of **MOORE PUSH PINS**

sells twice as much with half the effort. Get one today from your Jobber or Direct.

Cost - - - $12.50
Sells - - - - 18.75

Will more than double your sales.

MOORE PUSH PIN CO.
113 Berkley St., Philadelphia, Pa.



Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Books, Stationery, Office Supplies and Sundries. Set will give 10 Years Good Service on all classes trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

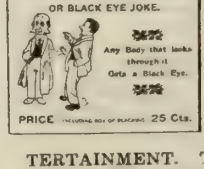
No. 20 Set has 89 Interchangeable Younits For Large Store Windows, **$38.50**
No. 20½ Set has 50 Interchangeable Younits For Small Store Windows, **$23.10**

Stock carried in Hamilton, Ont. Order direct or thru your jobber Send for catalog Patented and made in Canada.

The Oscar Onken Co. 2650 Fourth Street Cincinnati, Ohio, U. S. A.

Fixtures Set Up Without the Aid of a Tool.





MR. MERCHANT---

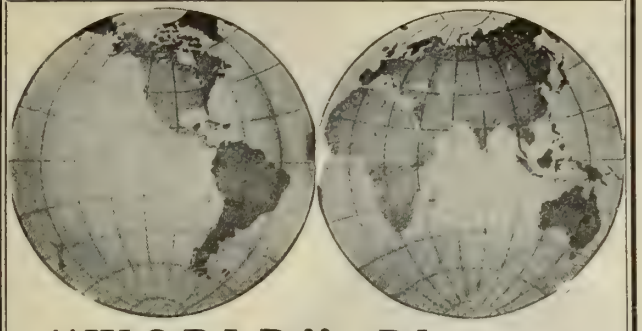
PUT IN A FUN COUNTER

Make your store the talk of the town by getting in a line of Adams **Joker's Novelties, Magic and Puzzles.**

Our line consists of over a hundred items for all kinds of FUN and ENTERTAINMENT. They make a fine display, are fast, live sellers and pay you a **PROFIT OVER 150 PER CENT.**

Now—after the holidays—when toy stocks move slowly, they will sell exceptionally fast. Write for our **funny cartoon catalog** and our proposition to dealers.

S. S. ADAMS CO. - PLAINFIELD, N.J.



"WORLD" Blotting Speaks:

"I am 'WORLD' Blotting. I cover the earth.

"Princes and potentates, the wealthy and powerful, the great of every clime, use me every day. I lie on the desk when the fate of men and of nations is being decided. The treaties that from this scourge of war will bring peace and happiness to lands now devastated will be negotiated in my presence and bear my final imprint.

"The captain of industry and the private in the ranks of trade depend on my help. Weighed in any balances, I am not found wanting. No human emotion is expressed in writing without my sanction. Sympathy, encouragement, affection, I make clear, vital and permanent every day. I live my life under the eyes of all sorts and conditions of men. They can not escape, if they would, the message I convey.

"May I not bear your message and your customers' to those busy toilers who are my constant friends?"

MAKERS:

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

There *are* more expensive Pens.
There *are no* better Pens.
And---

The Pen with the Magic Button



"A.A." FOUNTAIN PENS

A source of constant profit.

There's an "A.A." Pen to suit the most fastidious customer.

The ease and convenience with which they can be filled—the satisfaction which they render—the guarantee under which they are sold and the margin of profit to dealers are some of the reasons why you should carry this

Profitable "A.A." Line.

Write to your local jobber or to us for prices, catalogue and trade discounts on this profitable line.

MODERN PEN COMPANY
170 Broadway **New York City**

A. R. MacDougall & Co., Ltd.
Canadian Representatives
468 King St. W., Toronto, Ont.



CICO for Short

CICO is the short word for Adhesion.

CICO is the short way to do pasting that is to last long.

CICO in short is short paste stocks and long paste profits.

CICO is the short cut to selling your trade the full line of Carter Quality Products.



Made in Canada

THE CARTER'S INK COMPANY

Mt. Royal Avenue and Drolet Street, Montreal, Que.

Make Your News Stand Pay More Money

IT CAN BE DONE. "Blake's Handy News Stand Record" does the trick. It shows when magazines are due, date received, and time-limits for returns. It keeps an accurate check on all copies received and sold, and will show errors in credit memos for returns. It keeps tab on re-orders, regulates standing orders, and will keep you posted in cutting down or increasing same. It is a daily reminder to hold or deliver magazines for customers. *It stops the money-leaks.* It is the easy and profitable way to run your News Stand.

The continued use of this Record for ten years *proves its merits and success.* Hundreds of live, resourceful dealers everywhere are using it. Your competitors are getting their business on a basis of sound efficiency and are MAKING MORE MONEY by its use—and *that is exactly what it will do for YOU!*

The Record only costs $4.50 complete—but in reality *it won't cost you anything,* for it will save for you within a few days more than you paid for it. If you want to know what other keen-brained dealers say about it; if you want proof and facts, and all particulars, then SEND THE COUPON and I'll give them to you quick. Mail the coupon to-day—NOW.

ARTHUR J. BLAKE, Marshall, Texas.

Please send full particulars and a free sample sheet of "Blake's Handy News Stand Record." This request does not place me under any obligation to buy.

Name .....

Street Address .....

City and State .....

ARO-MAC LINES STATIONERY & SUNDRIES

"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & CO. LIMITED

TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES

GUARANTEED for 5 Years

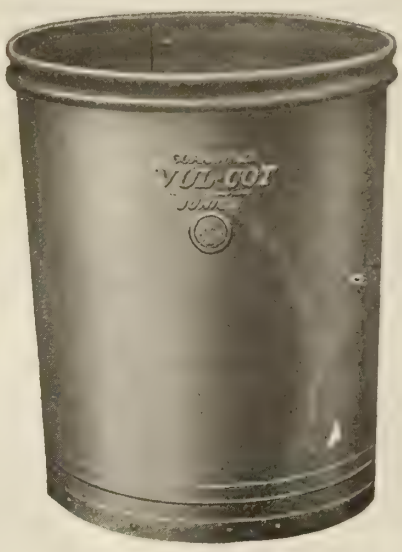
BECAUSE of the hard, tough material used in their construction, a life of five years is guaranteed. They do not break, split or crack like wood or wicker; nor do they dent, rust or corrode like metal.

VUL-COT Waste Baskets

Sides and bottoms being solid, scraps of paper cannot sift out and litter up the floor. Colors are neutral and harmonize nicely with surroundings.

Vul-Cot baskets are good-looking, sanitary and economical—a big value any way you look at them.

Get our new reduced price list





Sold by progressive dealers because "the master drawing pencil" means quick turnover, good profits and because it creates prestige for their stores.

Also Dixon's pencils —Sovereign for Canadian trade—erasers, penholders, lumber crayons, etc.

Representatives for Canada and Newfoundland

A. R. MacDOUGALL & CO., LTD., 468 King St. W., TORONTO

No. 1

We told you last month that there were new items coming. Here is the first one.

NEW LEDGERS

IN THREE BINDINGS

A new improved metal. Lighter—more compact—stronger. ALL STEEL construction. Operates by right and left screw principles. Guaranteed.

NEAT—SIMPLE—SERVICEABLE

STYLE ASL—Bound Red Cross Grain Cowhide back and corners. Imported English Corduroy sides.

STYLE RGL—Bound Red Cross Grain Sterluck back and corners. Corduroy sides.

STYLE ECL—Bound Heavy Slate Blue Canvas. Red Cowhide corners.

STOCK SIZES

American standards—8¼x10⅞; 9¼x11⅞; 11¼x11⅞.

Canadian standards—8½ x 11; 9 x 11; 11 x 11.

CAPACITIES

1½″ expanding to 3″; 2″ expanding to 4″; 3″ expanding to 5¾″.

We have a full stock of metals for the above sizes and can make prompt deliveries. Other sizes can be furnished.

Prices most favorable. If you haven't received our new price list covering these items, write us.

LUCKETT'S STERLING LINE LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

539-543 King St. W. **Toronto**

"This Way Out"

The author of that side-splitting comedy, "Nothing But the Truth," is writing for MACLEAN'S Magazine. A sparkling serial, "THE TRANSFORMATION,"

By Frederic S. Isham

Begins in

MARCH MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

This and other features will result in huge news-stand sales.

J. VERNON McKENZIE tells of the terrors of "Raiding the Rhineland" by night. GEORGE PEARSON'S "Returned Soldier Problem" grips.

These are some of the reasons why the MACLEAN'S news-stand sale has shown

4000% Increase in Four Years!

And this is nothing but the truth! Last month one Western City wholesaler wired a three-figure supplementary order, but we were sold out and couldn't fill it. This same city has now increased its order 80 per cent. over last month.

MACLEAN'S in the new size is making a bigger hit than ever. Why not? with such contributors as Stringer, Ward Smith, Munro, Fraser, Onoto Watanna and McKishnie.

DISPLAY MACLEAN'S for MARCH

NATIONAL
VIVID
A SELLER

One newsdealer who made an especially attractive display last month sold out that same day.

We're helping YOU to help US, by spending thousands of dollars to advertise MACLEAN'S right across Canada. It's National-vivid-a seller.

If your wholesaler can't supply you, write direct to Circulation Manager, C. W. Buchanan, 143-153 University Avenue, Toronto.



Travellers' Number

Next Month

Let's All Get Behind it and Make it a Winner

Do you fully appreciate what a great aid to successful retailing *the man on the road* affords every retail merchant?

This Travellers' Number is going to play up this subject in a very special way.

Vitally interesting to every retail bookseller and stationer in Canada will be this issue. Incidentally it will afford wholesalers a most advantageous opportunity for advertising that will build up trade.

Rates—Full page, $45; half page, $25; quarter page, $15. (The lower contract rates will, of course, apply to regular advertisers).

BOOKSELLER and STATIONER

143-153 UNIVERSITY AVENUE **TORONTO, CANADA**

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 150 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 145 W. 45th STREET

J. M. Dent & Son, Limited

27 Melinda St. TORONTO

New Publications

The Shadow of the Cathedral **$1.90**
By Vicente Blasco Ibanez, author of "The Four Horsemen of the Apocalypse." New American edition.

The Red Cow **$1.50**
By the well-known Canadian author, Peter McArthur. Ready February 14.

"His Grace of Grub Street" **$2.00**
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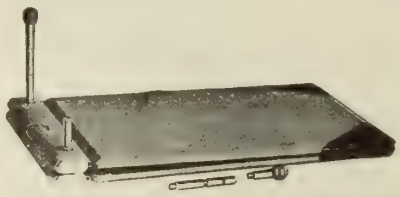
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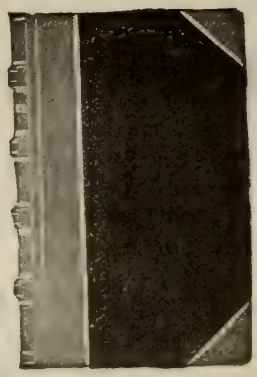


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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. FEBRUARY, 1919 No. 2

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Marketing a Product Successfully

THE success attained by some manufacturers in putting their goods on the market and acquiring for them a national reputation has been little short of phenomenal, particularly when the methods of some of them are thoroughly analyzed. Most of these successes have been secured by the expenditure of tremendous amounts of money for advertising. Whether or not the same results could have been secured at a lesser cost is a subject for fruitful discussion.

The question as to whether a larger output and a more decided success at less cost could not have been made by a closer co-operation between manufacturer and retailer is one that is now occupying more than ever the minds of manufacturers, particularly those having a new product which they are desirous of featuring.

The method generally adopted in the past by a manufacturer having a meritorious product and desiring to make it nationally known is first to decide upon a suitable name, and then if he has sufficient capital to hie himself to some well known advertising agency and go over with them his plans for its distribution and sale.

Naturally the first question decided upon is how much money is to be appropriated. After that is decided it is up to the advertising man to lay out a campaign specifying the various ways in which the money is to be spent. He lays out a schedule of the various amounts to be expended in advertising, including street car, billboard, newspaper and general magazines to the full amount of the advertising. In very rare cases is the retail merchant, the man who has to sell the merchandise, considered in the general plan, the argument being that as so many thousands of dollars are to be expended for general advertising a demand will be created sufficiently strong to actually compel him to handle the merchandise "willy nilly."

When laying out a campaign few advertising agents realize that retailers as a rule pay but little attention from a business standpoint to the advertising which appears in dailies, national magazines, etc., the principal reason for which being that practically every business to-day has its own trade journal. The retailer usually subscribes for such journals as are published in the interests of his particular line of business and looks to them for the news of new and meritorious articles. He knows that the publishers of these mediums practically spare no expense in furnishing their subscribers with information along the lines vital to the success of their business.

The trade journal is usually looked upon by the retailer as a mentor and guide in the conduct of his business. If the manufacturer would instruct his advertising agent to advertise direct through the trade paper to the retailers who will act as distributors of his goods, allowing him to use his own good judgment as to the selection of the mediums, an opportunity would be found to convince the retailer that his article was a first-class one, and secure a co-operation in the marketing of it that would be of immense value to both parties.

The first news of the introduction of a new product should not come to the retailer through the medium of a possible customer inquiring for it. The dealer should know something about it beforehand, the news of the intended plan of campaign should be announced to him first, so that he may have at least a small quantity of the merchandise on hand when it is first called for.

Where a retailer is selling an article of a similar character upon which he is making a satisfactory profit and satisfying his customers at the same time, he very often naturally resents the appearance of a newcomer. The manufacturer must realize that the retailer is going to look at the new product from the profit side, as well as from the actual merit of the article. By national advertising without the co-operation of the retailer a spirit of antagonism is created, instead of a spirit of friendliness and co-operation, which should be the first aim of the manufacturer to secure.

A most important point frequently overlooked by manufacturers of trade-marked articles is that outside of the big cities the local retail merchants, the ones who sell reliable goods and stand high in their community, have a wonderful influence over their customers, and in most instances their bare word is sufficient to condemn a practically unknown product. On the other hand their commendation is all that is necessary to effect a sale. When manufacturers realize that the success of the distribution of their product largely rests with the retailers' cordial acceptance of their merchandise, and they act accordingly, then judicious advertising will produce far better results than is frequently the case.

To sum it all up: A manufacturer makes a new and meritorious article. He places it on the market and advertises it liberally. He believes in it and hopes for success. There are, however, several conditions which are absolutely necessary to accomplish it. First the quality of the article itself; second, the manner in which it is put up for retailing, and third, the most important of all, the proper advertising of it. To be successful the advertising must include the retailer just as much as it includes the consumer, for after all retailers are consumers in a large way. It is not enough to acquaint the public with the merits of an article; the retailer must also be informed. This is the plan which has been adopted by practically all the manufacturers of specialties which have had large and conspicuous successes.

Editorial Chronicle and Comment

CHANCES FOR YOUNG MEN

ENDLESS opportunity for advancement has been one of the results of the war for the young men and women in business life in Canada. As a result of the general speeding up which was caused by the acute shortage of help Canadians as a nation are working harder and faster than ever before. In spite of all this activity many firms have been finding it impossible to handle all the work they have on hand. In order to keep everything moving and "carry on" to the best of their ability many firms have given youths who only a short time ago were the rawest apprentices all kinds of responsibilities. Many young men to-day are handling jobs which formerly were reserved for veterans. The value of training was never perhaps more forcibly emphasized in the history of the Dominion than since the war started. The young men upon whom responsibility was thrown realized at once that one of the quickest ways of rising to the occasion and making good was to read the best books and magazines published in connection with their particular line of work. The value of the technical books and magazines has been demonstrated in thousands of cases by the progress they have enabled ambitious young men to make. These young men have been making good because they concentrated with all their energies upon the tasks in hand and many of them have advanced more in the past four years than they would under ordinary circumstances in ten. They have taken and are still taking advantage of every opportunity to forge ahead. Many of them in the next few years will take leading places in the commercial life of Canada and they owe their chances for rapid development to the war.

THE RETAILERS' SATISFACTORY POSITION

AFTER four years of war and all the hardships that war conditions entailed, the retail merchant is in the most satisfactory position that he has ever been. Henry Detchon, secretary of the Credit Men's Association, in a recent address stated that the Association had reports, complete in every detail, on every retail merchant in Canada. These records show every amount that is owing, every amount that is overdue and how payments are being met, and Mr. Detchon states that there never was a time when conditions were so favorable.

"A great many merchants," he stated, "who three or four years ago found it necessary to take long credit terms, are now taking their cash discounts. When a merchant gets into that position, he can assuredly be assigned to the prosperous class."

PRACTICAL EDUCATION

EXTENSION of industrial and technical education and the getting away to a great extent of a lot of the more or less useless things at present in the curriculum, seems to be the policy which Hon. Dr. Cody, Minister of Education, is adopting. From the standpoint of business men and manufacturers, this is a move in the right direction. One of the great complaints of commercial men in connection with modern schools was that the product they turned out was not fitted to take its place in the stores, the factories or the warehouses and do the work competently. A great deal of extra training was nearly always necessary. Hon. Dr. Cody is planning, it is stated, as a start of his new policy, to establish industrial and technical schools in the Brantford, St. Catharines, Welland, Thorold districts, where a great deal of manufacturing is done. Other schools, it is expected, will be opened later. Hon. Dr. Cody has stated that if the Dominion Government will do for technical and industrial education what it has done for agriculture great advances can be attained, and many men who might be a drag on the community will become an asset.

ON BEING A BOOKSELLER

THE business of being a bookseller is, or should be, not only a source of keen satisfaction, but one that carries with it a consciousness of high responsibility. The bookseller should be jealous of his reputation as a capable member of his trade, or shall we say his profession, and if, combined with this, he is a really able and an ambitious man of business, his lot will be an enviable one indeed, because he will derive from his vocation a sense of true happiness and at the same time lay by a sufficient competence for the evening of life.

We recall an interesting conversation we had on one occasion with a bookseller who expressed, in what seemed to be rather remarkable terms, his general aim in establishing the bookstore he had but recently opened in one of the larger cities. It was not only to build up a successful business—one from which he would realize goodly pecuniary benefits—but to make that bookstore one of such a standing that, besides becoming a leading concern of its kind, it would develop into an institution that would engender in the community a special degree of civic

pride, and become for him the material evidence of a life-work that would ever be a credit to him, and stand as a lasting memorial of a distinctly worthwhile career.

Now, to have an ambition like that may sound rather too altruistic for some readers of "Bookseller and Stationer," but the more they allow their minds to dwell on it, the more strongly will this idea appeal to them.

Such thoughts will lead booksellers to take a greater pride in the vocation in which they are engaged and the greater will be the degree of genuine satisfaction they take in being booksellers.

Without saying anything disparaging about any of the other branches of retail trade, there is, beyond all question, a very special reason for a bookseller who is really worthy of that term, to be proud of the particular commercial role for which he is cast.

There are a goodly number of stores which approximate to this ideal, but on the other hand, there are too many alleged booksellers who do not really love good books for their actual worth and what they represent in life as a cultural influence, but who, on the contrary, are interested solely in the financial aspect of books, as merchandise from the selling of which they may amass profits as they would in selling fish, buttons or cod liver oil.

If booksellers will but get the proper perspective they will not only quit saying that the book business is not a profitable one, but the interest they will arouse in themselves by taking a real joy in the selling of books will inspire in them such enthusiasm that new avenues for selling more and more books will continually suggest themselves, and, naturally, if the bookseller himself appreciably improves his bookselling capacity, in like manner will all his assistants become more efficient.

ON THE WRONG SCENT

THE retailer who spends a great proportion of his time in such hair-splitting as searching out by correspondence and other time-consuming methods how he may save a few cents on a purchase of an individual item that may perhaps represent but a very small amount in total sales during the year, is on the wrong scent! His time would be far better occupied in keeping feelers out and maintaining a receptive mood toward propositions to make more money. As an example, let us consider books. Instead of allowing his mind to dwell in a pessimistic manner on the propable total disappearance this year of the $1.25 novel and a relatively greater proportion of novels published at $1.50 and higher, his attention should be fixed in an enquiring manner as to the selling potentialities of the new novels that will appear in the ensuing publishing season. That is a bigger consideration in the measure of his prospective success, than the influence of prices at which the new novels are to be sold at.

NEW BANKRUPTCY ACT

WHILE no action has as yet been taken by the committee which was named to work out the details of a Bankruptcy Act that will be less cumbersome than the legislation that is at present in effect, it is expected that a meeting will be held shortly and that recommendations will be made to be presented at the next session of Parliament. The question is one that is of much importance, both to manufacturers and jobbers and the whole trade who have been greatly inconvenienced by the lengthy process of the law as it now stands. Considerable expense is attached to the present methods and it is expected that a quick working act that will reduce expenses to a minimum will be suggested.

WANTS A CENSOR OF BOOKS

AN editorial in the *Ontario Reformer,* Oshawa, Ont., advocates the appointment of a book censor—on the hypothesis that there is even more reason for this than for a censor of moving pictures. The editorial says in part:—

"Germany has shown us what it means to have her educationalists writing and teaching false ideals. Unless there is some check put upon the large class of writers who cater almost exclusively to the sensual sentiment, a harvest of immorality must result. A large percentage of the cheaper books are saturated with it. If books can only be made cheaply by putting such stuff in them, it would be a thousand times better if there were no cheap books, as we believe the future will amply demonstrate."

WHO WILL REPLACE HELP?

THE fact that aliens are leaving Canada at the rate of about 10,000 a month is causing many manufacturers and others to wonder where they are going to get the help that they need for business that is not only in sight, but future business. Steamship authorities state that every boat leaving for Europe is packed to capacity with foreigners who are going home to see relatives they have not been able to get to for four years. On many of the steamship lines it is stated that all accommodation is booked for weeks ahead. This situation is already making itself felt in many factories, especially across the line where aliens do a large part of certain types of labor. It is argued that the help from munitions plants and the soldiers coming home will fill all vacancies. It would appear according to those who are in closest touch with the situation that there will be plenty of work at good wages for everyone in Canada who wants to work. The exodus of aliens, it is stated, is steadily increasing. Thousands of Russians who were unable to secure passage to Europe via Montreal or New York owing to the rush of bookings are going home the long way, via Yokahama and Vladivostok. The majority of these men worked in steel or rolling mills and on account of their strength were especially in demand. Just who is going to replace them is a problem that has got some manufacturers guessing.

Commissions or Bonuses on Sales

COMMISSION OR BONUS?

Have you adopted the plan of paying a commission or bonus to assistants to accelerate their sales? If so, write the editor setting forth how the plan has worked out in your store, or at least join in the discussion on this subject which is begun in this issue. Let us have something from you for the March issue.—The Editor.

Representative Canadian Booksellers and Stationers Discuss This Live Question—Some Ideas of Great Value to Retailers Are Thus Brought Out

"DO you pay a commission or bonus to your clerks on their sales?

Have you adopted any other method encouraging competition among the clerks to encourage greater sales?

Any comments on this subject on your part will be greatly appreciated as a help in the preparation of an article for an early issue of BOOKSELLER & STATIONER."

The foregoing questions were sent out to a number of Canadian retail booksellers and stationers, and brought some most interesting replies, which appear in connection with this article.

Should extra commissions or bonuses be paid to the sales force above regular salaries? Does this scheme work out to the benefit of the proprietor of the store, and which particular method of this general nature is preferable?

These questions are vitally interesting to every retailer, and a frank and full discussion of them in the pages of BOOKSELLER AND STATIONER cannot fail to be productive of a great degree of benefit to the trade. The suggestion of F. E. Osborne of Calgary, in his letter, that stationers throughout the Dominion should contribute their best thought on this question to this discussion in the trade paper, is a good one and it is earnestly to be hoped that such contributions will be forthcoming. In this connection the older and more experienced members of the trade should feel a special degree of responsibility. They can do much to guide the footsteps of the beginners and younger men of the trade. Co-operation such as this cannot be other than mutually beneficial, embracing all members of the Canadian book and stationery trade. Mr. McRae, of Prince Rupert, touches upon another good point in the work which BOOKSELLER AND STATIONER, in the absence of a trade association in Canada, is thus carrying on. His suggestion that Canadian stationers should organize, is timely, and it is somewhat of a coincidence that steps are actually at this time being taken, looking toward the formation of a local association of Toronto stationers.

Coming back from this digression to bonus would be increased pro rata to the a number of most interesting letters from retailers follow:

Favors Bonus System

Calgary, Dec. 28, 1918.

Editor, BOOKSELLER & STATIONER:

I have your favor of the 14th inst. inquiring as to whether I had adopted any bonus or commission system in connection with my staff. In reply I beg to state that I have been looking for a satisfactory bonus system for some time and have endeavored to procure books dealing with this system in its relations to retail business, but I have been able to find very little on the subject. My business year ends Feb. 28th, and on Mar. 1st last I informed my staff that if the net result to me as at Feb. 28th, 1919, were equal to the net result as at Feb. 28th, 1918, I would pay an extra month's salary to those who had been in my employ for the year. If the results were better than the preceding year the bonus would be increased [illegible] to the increase in the net results, and if the net results were less than the previous year the bonus would be decreased in the same way.

I am aware that the weakness of this arrangement is that the efforts of the staff as a whole are pooled instead of each individual member of the staff being treated on the net result of their own work, but in a business which is not thoroughly departmentalized, it is very difficult to get at the exact result of any person's individual work. There is also the executive staff, helpers, janitor, buyers, etc., to consider, and this can hardly be estimated on a sales basis only.

I believe that my plan is a good one providing one has a carefully selected conscientious staff, as I believe I have, and while the best results will not be shown the first year, I believe that when the staff receive their bonus in March next they will realize to a fuller extent how their individual effort might have increased or decreased their amount according as to how they succeeded or failed in their own particular work.

I am glad that you are taking up this matter and hope that the stationers generally throughout Canada will contribute their best thought on the matter, so that a satisfactory arrangement, which will recognize faithful service, may be arrived at.

With kind regards and best wishes for the new year, I am,

Yours truly,

F. E. OSBORNE.

Contests Liven Sales

London, Dec. 18, 1918.

Editor, BOOKSELLER & STATIONER:

We pay salaries based on a man's earning power to the business, whether sales or otherwise, and use extreme frankness in advising all just what we feel is possible and what is secured.

We occasionally "sweeten" this with a contest of some kind for a short time only, sometimes on a special line of goods. For instance, we now have a cash prize for from the 15th to the 25th of December, based as follows: We take the percentage of customers sold by each man, add it to percentage of average sales of each salesman as compared with total average sale.

The price is small, but the interest keen, because by this method the smallest clerk selling cards, for instance, owing to the number of customers he has, has just as much chance to win as the larger average sale. For instance, this morning our entire selling force of ten are all with a mark between 23 and 30.

Yours very truly,

J. B. HAY.

Association Needed

Prince Rupert, B.C., Dec. 24, 1918.

Editor, BOOKSELLER & STATIONER:

Replying to your inquiry of the 14th instant.

In reply would say that we do not pay clerks a commission on sales. However, we believe the practice is right wherever it can be applied.

Our only stimulus to increased sales is keeping a record of all sales by each clerk in each department. This is good.

We are glad to see you working along these lines in the absence of a Dominion Stationers' Association. But there should be an organization of the stationers of Canada for the study of this and sundry other problems that we are all interested in. It will come some day. Why not in the year 1919? The writer would like to see the stationers of Toronto take the initiative for such an organization.

Yours truly,

McRAE BROS., LTD.,

D. C. McRAE.

Would Encourage Clerks

Windsor, Ont., Dec. 28, 1918.

Editor, BOOKSELLER & STATIONER:

In reply to your enquiry of the 14th, I have never paid a commission or bonus, but have several times thought of doing so, but did not carry out the intention on account of lack of information as to some basis to work upon.

I have never adopted any scheme to encourage competition among the clerks, but my cash register gives me the amount of each clerk's sales, but I do not give them any information as to the results.

I am very glad you are preparing an article on this subject as I intend to adopt some sort of scheme to encourage clerks to do something more than tie up parcels and take the money.

Yours truly,

C. E. COPELAND.

Stimulates Sales

Calgary, Dec. 30, 1918.

Editor, BOOKSELLER & STATIONER:

Replying to yours of 14th inst. regarding method of payment of clerks. The writer has always been a strong advocate of paying a commission on the sales, and favors paying a specified salary with a 1 per cent. or 2 per cent. commission on sales, as we believe that this stimulates sales to a great extent.

Yours truly,

D. J. YOUNG & CO., LTD.

Per D. J. YOUNG.

Helps Slow and New Lines

Among the replies received from the editor's queries sent out on this subject was one from Albert Geen, Belleville, Ont. To the question "Do you pay a commission or bonus to your clerks on their sales?" he replied:

"Yes, on certain goods I wish to push."

"Have you adopted any other method for encouraging competition among the clerks to encourage greater sales?"

"Use cash register showing number of sales and amount of sales."

Mr. Geen further stated that if he realized that an article needed clearing out he put a commission on it, and the same method was adopted in the case of new lines he wanted pushed.

A representative of BOOKSELLER & STATIONER had an interview with the manager of the stationery department in one of the large Toronto stores, but he preferred that his identity should not be disclosed. As to paying a straight commission on sales, he said he had tried this, but it was not successful for the reason that the salesmen invariably pushed the newest and easiest selling goods, to the neglect of the goods that the firm was most anxious to have moved out. For this reason the plan is being dropped, and in place of it a revised plan is being put into force whereby a higher commission will be paid to salespersons on goods that have been slow movers. This will encourage extra efforts on their part to sell such goods and thus a great step will be taken toward keeping the whole stock clean.

Another Toronto store with four clerks has adopted this scheme: Each clerk has a stated drawing allowance, which forms part of the general plan by which each one gets a commission of 8 per cent. on his sales. In the case of the clerk supervising the window trimming, which naturally takes quite a proportion of his time, a special additional compensation has been worked out. In this store the commissions in 1918 naturally varied in the case of the different salesmen, but their total earnings were nearly $7,000 in commission, an average of about $1,700 each. The weekly drawing allowance is, of course, included in this amount. The proprietor has found that sales have shown such a marked increase that it would be bad business for him to drop this profitable arrangement. It is a good step in the direction of trade co-operation, by which the employee shares in the growth and expansion of the business with which he is identified.

UNFAIR COMPETITION

The Bookseller and Stationer,
Toronto, Ontario.

Gentlemen:—

Why do the makers of well-known and reliable fountain pens allow their salesmen to sell in the cities to druggists, leather goods stores and dry goods people? It is not treating the stationers fairly. In some cases the buyer will purchase his pen from a druggist, and then coolly walk into a stationery store and have his pen filled when it is empty and repeatedly fill it again. The same thing applies to papeteries. Some of the travelling salesmen think they do well, when they come to cities like Halifax and St. John and make sales to the dry goods people, druggists and others, who have no connection with the stationery trade, and they don't realize they are likely to lose the stationers' trade.

A HALIFAX STATIONER.

L. J. M. Plouffe, of Kenora, has been added to the traveling staff of Stedman Bros., Brantford. He will cover Northwestern Ontario, Manitoba, Saskatchewan and Alberta.

In view of his approaching marriage, the staff of the Beaverton Toy Co., Ltd., presented James C. Smith, general superintendent of the company with a handsome clock as a token of their esteem.

Current Events in Photograph



COMMERCIAL FLYING

The public is just beginning to realize the immense possibilities of commercial aviation. The war gave more impetus to flying than it would have gained under normal conditions in years. Not everyone knows that nearly ten billions of dollars are now invested by the various Governments in air craft of one sort and another. It is not planned to let this huge investment lie idle just because the war is over and some of the huge planes, like the one in the picture, are already in use and big developments along commercial lines are taking place. The direct routes possible by air and the great speed the planes can make will take many days off the records attainable even by the fastest trains.

Help Retailers With Sales Plans

WANT POSTAGE REDUCED

It was decided to petition the authorities at Ottawa to take off the extra one cent war tax stamp on postcards, in keeping with the decision in the United States to abolish war tax postage. In the United States this is to take effect July 1, next.

Postcard and Greeting Card Association Reach This Decision at Annual Meeting

ONE of the most progressive steps taken at the annual meeting of the Post Card and Greeting Card Association of Canada, held in Toronto on Jan. 17, was the decision to have the members bring to the next quarterly meeting in April suggestions for working out definite plans for helping the retailers to sell more greeting cards and postcards, and incidentally give them practical suggestions along the line of their own advertising, as well as window and store displays of these goods and show card ideas. In this connection several of the members spoke in terms of high appreciation of BOOKSELLER AND STATIONER, and emphasized the value of the trade paper for disseminating among the dealers inspirational and practical, useful matter along these lines.

Want Postage Reduced

On motion of J. W. Dyas and J. Ballentine, it was decided to communicate with the Postmaster-General with the view of having the extra cent postage on postcards removed, and pointing out that this action is being taken in the United States, where extra war postage will be abolished, taking effect July 1 next. A petition will be prepared to be forwarded to the authorities at Ottawa in due course.

The election of officers resulted in the return of last year's officers as follows:—

President—T. J. Pugh.

Vice-President—J. W. Dyas.

Sec'y-Treasurer—W. Banks.

Asst. Secretary—John Morgan.

Two visitors from United States greeting card publishing houses were present, and were able to offer some good suggestions of a preliminary nature as to a course to pursue in arranging to extend active help to the retail dealers in the way of practical selling suggestions and services which the association may render by joint action, and they told of some of the results that had been accomplished along similar lines on the part of trade associations in the United States.

These United States organizations will be communicated with, and the result will doubtless be a measure of co-operation from that quarter as well. This may reasonably be anticipated in view of the very great proportion of greeting cards and postcards made by United States concerns, which are sold each year in Canada.

The Association, while originally organized by jobbing concerns with interests largely linked up with United States and British producing companies, is by no means unappreciative of the great progress that has been made by Canadian publishers of greeting cards; and special efforts are to be made to get every Canadian house that produces greeting cards into the Association.

It is a broad-spirited organization, recognizing the necessarily divergent interests of the several classes of concerns constituting the membership, but keeping in mind the important broader interests that are common to all, and the great need there is for united action with every shoulder to the wheel—so as to promote with the greatest possible efficiency the best interests of the greeting card and postcard trade of Canada.

THE CHRISTMAS CARD

The Christmas card is the legitimate descendant of the "school pieces" or "Christmas pieces" which were popular from the beginning to the middle of the Nineteenth Century. These were sheets of writing paper, sometimes surrounded with those hideous and elaborate pen scrolls, etc., so unnaturally dear to the hearts of writing masters, and sometimes headed with copperplate engravings, plain or colored. These were used by schoolboys at the approach of the holidays for carefully-written letters exploiting the progress they had made in composition and chirography. Charity boys were large purchasers of these pieces, says one writer, and at Christmas time used to take them around their Parish to show, and at the same time solicit a trifle.

The Christmas card proper had its tentative origin in 1846. Joseph Cundall, a London artist, claims to have issued the first in that year. It was printed in lithography, colored by hand, and was of the usual size of a lady's card.

Not until 1862, however, did the custom obtain any foothold. Then experiments were made with cards of the size of an ordinary carte de visite, inscribed simply, "A Merry Christmas," and "A Happy New Year." After that robins, holly branches, embossed figures, and landscapes were added.

BARSE & HOPKINS ABSORB TWO CONCERNS

Barse & Hopkins, the book and art publishers, 28 West 23rd street, announce the purchase of the H. L. Woehler greeting card business, including machinery, dies, etc., and also that of the United Art Publishing Co., New York, manufacturers of gift cards, seals, tags and accessories, thus combining with their art calendars and gift books a most thorough and complete line for holiday and everyday needs. Joseph Goldman, of the United Art Co., will be prominently connected with the Barse & Hopkins Co., and will call upon his regular trade as usual, as will Mr. Silberstein, of the United. H. L. Woehler will retire to a farm of 72 acres, known as the Clover Leaf Farm, Little Britain, N.Y., near Newburgh.—"Geyer's Stationer."

LOOSE LEAF WEEK BOOSTS BUSINESS

Fostered by the Stationers' Association of the United States—Prospects of Organization of Canadian Stationers

JANUARY 6th to 11th was Loose Leak Week throughout the chief cities of the United States, this idea being fostered by the National Association of Stationers. To show Canadian stationers the benefit of such concerted action, the following is quoted from the Philadelphia correspondence of the last issue of the *American Stationer*:

"All along the central business districts, the leading stationers of the city devoted windows, counters and shelves to displaying ledgers, sales books, binders and forms to be used in the various professions. Much trade came to dealers who found sales booming in the lines thus advertised. But this was only the outward show; really as effective, perhaps even more telling work was done by the demonstrations inside, and the publicity given through various channels. But best of all was the personal campaigns carried on by the loose leaf salesmen, who during the week, visited every large consumer and a multitude of small ones, to carry the gospel of the labor and time saving of the manifold loose leaf devices which are on the market to supply every conceivable need."

Association for Canada

By another month it is hoped to have something definite to report regarding the new movement on foot to organize the stationers of Canada into an association that will work in harmony with the efficient stationers' association which has accomplished so much for the trade across the international border.

LEAVES FROM THE OTHER FELLOW'S BOOK

FALLACY OF CANCELLATIONS

Stationers who may be thinking of cancelling their orders for the purpose of securing lower prices later on, should note that the manufacturing costs, which control prices, are showing no signs of a decline.

To cancel now means simply that you will have to re-order the same goods you declined—with a loss of time in deliveries, a loss of faith in you by the manufacturer—and you'll be extremely lucky if you will be able to buy the same goods at the former prices. It's a pretty good bet that you will not only pay the original price, but a nice little premium in addition in the form of advanced quotations on many lines.

If the cancellation bee is buzzing 'round you, strafe him at once. It will be one way of making money, for the money you do not have to pay as a higher price, is simply so much money to the good.—"Geyer's Stationer."

CONDUCTED PRIZE CONTEST

At E. H. Bridger's book, stationery and fancy goods store there were five free prizes offered to lucky customers during the Christmas season, and there was much interest taken in the contest. Each customer was given a receipt with every purchase of 25 cents or more and this receipt carried a number. In the vault of the Canadian Bank of Commerce was a sealed envelope containing the five lucky numbers which were not known to anyone. On Christmas Eve the envelope was secured from the bank and, on opening, the lucky numbers were found to be 188, 479, 236, 750 and 1053. The first prize number (188) was held by Jimmy Deacon, who accordingly received the handsome rocking horse displayed in the window. Miss Viola Staaf won the second prize with No. 479; Herb. Ayotte won fourth prize, and H. McQuarrie got the fifth prize. The third prize was won by 236, but the holder of this ticket has not yet come forward. If 236 will make himself or herself known and produce the ticket at the store the prize will be duly awarded. "Porcupine Advance" (Timmins, Ont.).

GOOD PUBLICITY

Berry's Bookstore, of Vernon, B.C., did some good newspaper advertising in the Christmas season. One advertisement in four column space, twelve inches deep, had an attractive design at the top with the wording, "The Christmas Store," and in this advertisement, among the lines given effective prominence were books, fountain pens, toys, leather goods. French ivory, and manicure sets, smokers' supplies, safety razors and chocolates.

WHEN SUBSCRIPTIONS EXPIRE

A Toronto newsdealer has hit upon a good plan to take care of renewal subscriptions to magazines and newspapers. When a subscription is about to expire, a notice is sent to the subscriber, and with it a blank form to be filled out, showing magazines taken and others wanted. Space is left for name and address of the subscriber, and there is room of ten names of periodicals under each of the two headings mentioned. In prominent type near the top appears the words: "Use this blank to obtain my special clubbing rates on your own list," and dealer's name and address is given at the bottom. A great measure of renewal business and new subscriptions resulted from the use of those forms.

RENEW THROUGH US

WHEN your subscriptions to magazines or newspapers expire, let us have your renewals. No **reliable** agency will give you better rates. Thousands of dollars are lost annually by giving subscriptions to irresponsible canvassers.

We will give you the lowest rates and reliable service.

BLANK'S BOOKSTORE
BLANKTOWN

Suggestion for Newspaper Advertisement.

MODES OF TESTING INKS

Attention was first called to the bleaching effect of air and light on writing ink, as used in modern times, by the fact that the signature on certain certificates had become illegible through the fading of the ink, says a writer in the "Journal of the Society of the Chemical Industry." As it was impracticable to test a sample of ink by exposure of writing for a period of years, it was considered that a limited application of hydrogen peroxide would be the nearest chemical equivalent to the bleaching effect of the atmosphere. Writing done by different inks was exposed to light, the paper being occasionally moistened with a 3 per cent. solution of hydrogen peroxide, the result being that the handwriting gradually became invisible, in some cases more quickly than in others. The violet ink used for typewriters was less readily acted on, but was quickly bleached by sulphurous acid. If an ink could be produced possessing the desirable properties of perfect fluidity and being non-depositing, and at the same time incapable of being decolorized by oxidizing or reducing agents, there would be good reason to believe that the writing done by such an ink would be practically permanent. In the meantime, when writing is of an important nature and is desired to endure, some form of carbon ink appears to be the only trustworthy preparation.

Who Writes Your Advertisements?

Where Circumstances Favor, the Merchant Himself Should Do This Work Regularly

DID you make good resolutions at the beginning of the year? If you did, keep them! Did you decide upon more active advertising? If not, do so now.

The retail merchant often finds the advertising problem a difficult one. He does not make the best use of his space and consequently does not get the best possible results. Too many advertisements are written along the old lines, consisting of bombastic statements and obscure generalities, giving no prices or definite information with reference to the stock carried. While it is true that it takes brains to do good advertising, the retailer should get the idea out of his head that it requires a set of brains of a rare or peculiarly different calibre than possessed by the average business man. On the contrary, every really capable merchant has the ability to prepare effective advertisements of his own business, because ability to do that is dependent to a very large degree upon expert knowledge of the business to be advertised. The more proficient his knowledge of his business, the better will be the advertisements he writes, and he should be wary of delegating this important duty to others who may be less able than himself to produce advertisements that will do full justice to the business.

SHOULD REQUIRE DEPOSIT

Christmas cards are often a dead loss to the stationer. In a number of cases a customer will come into the shop two months before Christmas, order cards to be printed specially, and forget all about calling or paying for them. The stationer, to stop this, should ask the customer for at least a deposit, even then it is not satisfactory, because if the customer does not call for the cards they are useless to any one else.

From the Musson Book Co. comes an illustrated circular announcing a new series in book form of "Bringing Up Father," by Geo. McManus.

Short Talks With Young Salesmen

This is the second instalment of "The Junior Partner's" talks. Besides being a source of inspiration for the younger assistants in the book and stationery stores these articles should be closely followed by the store proprietors as well. —Editor's Note.

The Second of a Series of Confidential Chats With Junior Salesmen

By the Junior Partner

"NOT always is the race to the swift, and the battle to the strong."

The man who said, centuries ago, that this was so, had no idea that men of the twentieth century would be repeating the phrase without questioning its applicability. Undoubtedly it was a sage who penned those lines, but it was a sage who lived in an age when brawn counted for more than brain, and brute strength more than quick wit. Tact was almost unknown and was possessed only by the wise leaders of the nations. Only the mighty thews of man, and his relative domination over other men, counted. True, there were traders in those days, but they were generally considered as of no use in a fight, and of little worth to the nation. Despised, they were, to be explicit.

Times Have Changed

But now all this has changed. The things that counted least in ye olden days, count most to-day. Brain dominates brawn, and wit makes of brute strength a thing to be laughed at. Tact holds an important place and ability in business is clearly not despised. Old Mother Earth has worked many changes.

Surely there is something in these things which a clerk, anxious to make his way in his calling, can turn to good account. If he takes thought on the matter at all, there must be enough in that review of changing events to induce him to strive anew toward greater things. Even if he is, as he calls it, "only a retail clerk," what of that? Hundreds and thousands of other men are clerks, too, but not all of them will remain under a boss. And men who were clerks have, in many cases, risen to dizzy heights in the life of the country.

Talking It Over

Come, let us talk the matter over, you clerks who have gone into the book and stationery business as a definite part of your life-work! Let us see if we cannot find some ladder of policy, up to the rungs of which you may mount, if you but will, steadily higher and higher until the breezy, roomy plateau of success is reached. What matters it if there be many besides yourself who seek the same plain? Let us content ourselves in concluding that the eyesight and foresight of hosts of these are not so good as yours, and that some will lose sight of the path ,no matter how straight it runs.

The Ladder

When a young man goes into any business, fresh and raw, he is not worth much to his employer, and won't be until he is able to do THINGS FOR HIMSELF. That is to say, the Boss will not take notice of him until he sees him doing little jobs of usefulness which he was not ordered to do. When the young chap begins to do those things and shows he really wants to learn, he will find plenty willing and anxious to teach him. There we have the first step on the ladder accounted for.

Gradually the things that seemed so frightfully hard to do at first, become easy with continuous doing, and the clerk is ready for something else. If he is a good boy, he will want that something to be useful. The Boss tells him to study the stock, and gives him pointers on how he should sell goods. He shows him by word of mouth and practical example how to overcome difficulties. It takes longer to conquer this field, but when it is accomplished, another great big section of the ladder has been traversed. And the queer thing about it all is that the work instead of becoming irksome and heavy, is pleasant and light. The clerk KNOWS things, understands his shelves, and his eye is ever bright with interest. He is achieving something and glories in it.

What Selling Is

Did you ever stop to figure out the real significance of the word "sell"? Does it mean to you simply placing an article before a customer in a take-it-or-leave-it manner without saying anything about its merits?

This is not selling. Salesmanship consists of creating interest in the article that is for sale, of showing the customer that it is especially adapted to his needs, that it is just what he is looking for and pointing out all the qualities to convince him that it is. Every clerk should consider himself a salesman, and exert every effort to prove that he is. Make successful selling your end, and clerking a means to that end.

Sound Advice

Every employee should be made to feel that he is an understudy of the men above him, and that whether he takes the place when the man above him is promoted depends very largely on his ability to fill it. He certainly is not the man for the position if he is one who is continually picking flaws in the other fellow's work, and not cooperating with him for greater results. Petty jealousies and covert attempts to lessen the reputation of some fellow employee who is trying to push ahead do not help any man to make his way. There is but one way to work, and that is to work for the general good of the business, planning and bringing about improvements wherever you see that they can be made to advantage.



The minute the employee gets the idea that he is indispensable, he isn't.

In this connection it is appropriate to quote the following paragraphs which appeared recently in a U. S. trade paper:

Don't be satisfied with taking an order for the book asked for, but use the opportunity to suggest others to your customer.

Every attention or courtesy that you give your customer makes you more popular in society and increases your value to your employer.

Every customer that you make for the business enhances your value in the business world and means dollars to your salary.

If you want to get a boost in your salary and make the boss sit up and take notice and really know that you are about, think and plan how to keep the cashier from falling asleep at the switch by keeping him at his job of piling up the coin in the cash box.

Every customer whose appreciation you gain by your courtesy and sense makes you of more value to the house.

Read the book reviews in the daily papers and thus get pointers on the doings in the book world.

Read the trade papers to know about the new books and the doings of the trade.

Do a little more than is expected of you.

It's better for your character to earn twice the salary paid you than to receive double what you are paid to do.

Don't envy the man who is satisfied to simply draw a salary, even if he receives more in his pay envelope than you do; be patient, and you will live to see his wages shrink to the size of his real worth.

HOW WAR AFFECTED IMMIGRATION

The decline of immigration, due to the war, is shown by the following figures:

Total	immigration	to	Canada,	year	ended	March 31, 1914	384,878
"	"	"	"	"	"	1915	144,789
"	"	"	"	"	"	1916	48,537
"	"	"	"	"	"	1917	75,374
"	"	"	"	"	"	1918	79,074

Of the 75,374 immigrants who came to Canada in the fiscal year ending March 31, 1917, 61,389 were from the United States. Of these, 20,822 belonged to the agricultural class, 9,267 were general laborers, 14,904 were mechanics, 2,632 were clerks, traders, etc., 828 were miners, and 1,804 domestics. Of the 71,314 immigrants to Canada from the United States during the fiscal year ending March 31, 1918, 28,103 belonged to the farming class, 14,010 were general laborers, 10,885 were mechanics, 3,031 were clerks, traders, etc., 747 were miners, and 1,733 were domestics.

In the coming year it is a certainty that a big increase in immigration will be shown, and in another year the pre-war figures should be exceeded, because Canada in the war years has been advertised as never before, and more than in any previous time is the Dominion looked upon as the land of promise.

WILL BE GREAT BOOST TO TRADE

Returning Canadian Soldiers, Many With Wives They Have Married in Britain and France—100,000 New Homes —What Government is Doing

REPATRIATION and employment of returning soldiers is a question of such great national interest that we are apt to lose sight of its trade significance, but the effect of the returning of about 300,000 soldiers, of whom about a third are bringing back with them British and French wives to establish new homes in Canada, cannot fail to prove a decided trade stimulus. Of the number quoted, a certain proportion have, of course, already come back to Canada.

The comprehensive plans of the Government for dealing with the great question of repatriation and employment have assumed the definite form of a committee of the Cabinet, assisted by what is practically a new department of the Government, established to handle these problems, a co-ordinating committee composed of members of the staff of this department and representatives from the other Government departments who are concerned, and advisory committees from four elements of the community who are directly interested.

Good Progress Made

The work of preparing to meet the problems is now being carired out. The committee of the Cabinet consists of Sir James Lougheed, Minister of Soldiers' Civil Re-establishment; Hon. N. W. Rowell, President of the Privy Council; Hon. T. A. Crerar, Minister of Agriculture; Hon. G. D. Robertson, Minister of Labor; Hon. Arthur Meighen, Minister of Interior, and Hon. J. A. Calder, Minister of Immigration and Colonization, who are devoting practically their entire energies to the consideration of the many sides of the questions which must be met. Mr. Calder is chairman of the committee.

Mr. H. J. Daly, of Toronto, who has been appointed Director of Repatriation and Employment, is director of this work, and Mr. Vincent Massey, late secretary of the War Committee of the Cabinet, is secretary. The staff, made up chiefly of returned soldiers, is fully organized, and work is actively going on in the offices of the new department in the Plaza Building, Ottawa. The co-ordinating committee meets almost daily.

BLANK BOOK BILL

Wake! for the Sun has busted o'er the hill
And struck the Topknot of yours truly, Blank Book Bill,
No use to lie abed, the Boss would Roar
And then I'd have to tap Another till.

Hi! Ho! some coffee and bit of Chow—
I'm off to take the good old Trolley now.
To live among the Ledgers and the Blanks
And kill another Day—don't ask me How.

"A bunch of orders, Bill, for you to munch—
And get them Out before you go to Lunch."
This stationery game means Move and not stand still,
To-day's a Busy day, I have a Hunch.

"Where are the Books we ordered Yesterday?"
"How do I know? I sent them on their Way."
These phone calls get me Sore at times, yea Bo,
What do they think—that I'm a two-horse Dray?

With clips and pads and forms my head is filled—
"Say, was this Field Book order ever billed?"
With sizes, styles, they'll end my days,
So bury me in Loose Leaves when I'm killed.

—From "Business Methods."

Recent Enquiries

An enquiry from Vancouver re Canadian-made cash boxes, occasioned the reply that there was no record in the Service Department of cash boxes being made in Canada. The correspondent was furnished with a list of British and U. S. makers of this line.

CLOTHES HANGERS

Frank, Alberta.—Please tell me where I can procure clothes hangers and pants and skirt hangers with name printed on.

Answer.—The Taylor Manufacturing Co., Hamilton, Ont.

WASTE PAPER DEALERS

Ravenna, Ont.—Please send names and addresses of waste paper dealers in Toronto.

Answer.—Names were forwarded.

WASTE PAPER

Holland Centre, Ont.—Please tell me where I can sell waste paper and old books and cardboard.

Answer.—Names of dealers were sent.

BOOKS ON WINDOW DRESSING

Can you give me the names of some books on window dressing, their cost and where they can be procured?—R. Boivin, St. Roch, Quebec.

Answer.—The following are some useful books on window trimming: "One Hundred Easy Window Trims"—$1.00. "Show Window Backgrounds" (a new book on the subject)—$1.50. "The Art of Decorating Show Windows and Interiors"—$3.50.

A TIP TO WHOLESALERS

A Montreal stationer in a letter to BOOKSELLER AND STATIONER urges that an effort be made to have wholesale concerns advertising in BOOKSELLER AND STATIONER put the names and addresses and the telephone numbers of their Montreal representatives in their advertisements. The idea has much to commend it, and, of course, the same thing would apply to representatives in the other chief centres.

Edmund Candler, late official British eye-witness in Mesopotamia, has two books in train for publication, one being "The Long Road to Bagdad," and the other, "On the Edge of the World," the first of which will appear very shortly, and the other later in the season.

Valentines and Other Season Goods

Incidental with the special references to Valentines there are good tips in this article about Easter cards, cameras, sporting goods and other merchandise having special selling seasons.
—The Editor.

Some Good Advice Regarding Display in the Show Window and Inside the Store

VALENTINES and the Easter cards are highly seasonable goods, the trade in the former reaching its climax just after this issue of BOOKSELLER AND STATIONER reaches the trade. As a general rule "seasonable goods" is a term which is not so meaningful in the stationery trade as in the dry goods business, for instance, but there are times of the year when certain goods are in greater demand than in other months, and at such times it is well to feature these articles by window displays and good interior showings. Nicely printed cards should also be prepared to emphasize the fact that special attention is being given the goods displayed, and good newspaper publicity linking up with this should not be neglected.

Stationers who carry a miscellaneous stock have an advantage over their more restricted competitors in that they have a greater variety of goods to display both inside their stores and in their windows. By a judicious use of the latter much business is brought in, as passers-by are naturally attracted by frequent displays of new goods. In the Spring, wall paper trade will flourish, and so will fishing tackle. Trade in cameras and photographic supplies will be accelerated with the arrival of Spring, and besides preparing for these, such lines as baseball supplies and other seasonable sporting goods should be ordered well ahead, so as to adequately provide for making this year's trade in these goods highly successful. The stationer should study his calendar in its relationship to the goods he sells in the different months, and let it be again emphasized that preparation, in buying the goods and otherwise, should take place months ahead of the actual selling season for each respective line.

Reverting again to the immediate season line—valentines—good business demands that they must be "closed out" before or on St. Valentine's Day. Like similar particular occasion merchandise, persistent pushing is the biggest feature in the successful campaign. Good window displays, good interior trims and an intelligent usage of the store's mailing list is the winning triangle. In planning a good Valentine window the following suggestions from an article in the "American Stationer," can be employed to good advantage:

The Window Trim

Cut a large heart from a piece of stiff cardboard, approximately three feet high by the proper proportionate width. Cover this with a good quality, closely creped paper, keeping the pink and white color scheme throughout—these being the most generally accepted valentine colors. This heart can then form the centrepiece of the window, and can easily be attached to the rear wall of the show window with thumbtacks. Some good decorative valentines of the better class can then be attached to the monster heart and arranged tastefully in the foreground of the window. The window floor proper, also, should be covered with pink and white paper. Then from the large heart should run twisted strips of crepe paper, about 1½ inch width, of alternate pink and white color, terminating in a pretty valentine in the window foreground. This gives the necessary attention-compelling feature and insures the eye following the strips to the valentines. A good background can easily be made of alternate pink and white squares of tissue, either secured to the window back with thumbtacks or suspended from a tightly drawn wire.

A well lettered sign can then be placed in the window. For this purpose is suggested:

YOUR ST. VALENTINE GREETING SHOULD EMBODY DIGNITY, A SINCERE WISH AND A HAPPY SENTIMENT.

We carry nothing but the best in Valentines.

Look our Valentines over and make your selections at your leisure.

Inside Display

On most particular occasions like Valentine's day, the seasonable merchandise which must either be sold out or carried over for a year should have pretty much the run of the store. Little temporary exhibits of valentines can be created here and there. A burlap covered board is easily set up and valentines can be attractively arranged to it so they rest on thumbtacks, the nails of which do not pierce or injure the valentines. Importance should be given to the manner of handling valentines, and clerks should be cautioned in this regard. The cleanest hands sometimes smudge a highly finished valentine. The goods should be kept in boxes, and when exhibited the boxes and not the valentines handled. A smeared valentine not only ruins the chance for an immediate sale, but it creates an unfortunate impression through which the store suffers.

Last Year's Prices Will Prevail

General Attitude of Wallpaper Trade One of Confidence in 1919

"LAST year's prices will prevail for this year," said the head of one of the leading wallpaper wholesales, when interviewed by a BOOKSELLER AND STATIONER representative. "There seems to be no indication of a change one way or the other for this year," he stated. His reasons for this view were in the first place the unsettled state of labor, and in the second place the shortage of raw material. The matter of securing pulp for paper-making is in an acute state at present, and is a matter of concern in the United States as well as in Canada, although they seem to secure a large supply of our Canadian pulp over there. There is no remedy in sight at present.

The dye situation, as related to wallpaper, is quite satisfactory, this house finds. Indeed, it never was very troublesome, although the popular idea was pessimistic in that regard. Colors are perhaps more in evidence in the new designs being developed for next year than in the past few seasons. The color combinations are a little more striking and more attractive than they were even before the war.

Generally speaking, however, there is little change in styles. The call continues rather strongly for tapestry effects and so the range of these is rather extensive. These papers are liked especially for halls and dining-rooms. The stripes with cut-out borders are very popular for bedrooms.

There is a feeling that the general attitude of the trade is one which means good business for 1919. Merchants seem to be putting forth better and more definite efforts to forge ahead this year, and the outlook is good.

Chintz wallpapers are proving quite the mode for rooms which formerly depended upon chintz hangings for their color. Now that so many people are using plain side curtains the papers which have chintz patterns are being selected. Like the draperies, these designs in paper invariably have the bird motif. They are in a good variety of design and color combinations.

Tendencies in the Construction of Toys

Welfare of the Child Mind Being Considered More and More By Toy Makers

YEAR-ROUND TOY TRADE

The toys of higher grade which are now being made so extensively are hastening the time that will see the realization, long sought for, of a year-round toy trade. Many retailers who sell toys are now organizing their business on this basis.

THE season that has just passed has been a prosperous one for the retailers of toys in Canada. Parents who may be inclined to economize as far as they themselves are concerned will open up the tightest purse strings to bring joy to the hearts of the little ones.

City stores made splendid showings of common sense, practical toys; many of them Canadian-built and all of them of much higher grade, both in durability and educational qualities than the gimcrack stuff that for many years constituted one of the big ends of the exports of Germany.

Taking into consideration this changed character of the toy department, many merchants, who used to despise the old collection of breakable mechanical truck and desired to shovel them out of the way the day Christmas was over, are now considering the advisability of maintaining the toy department the year round. To such the following article, by W. Barret Hankins, which appeared in "Toys and Novelties," will be of considerable interest:

Toys are mental and physical food.

As dealers to the community we should carry toys as a staple and assist grown-ups in the selection of toys for the best interest of the child, to promote:

Constructiveness.
Initiative.
Mental vision.
Creativeness.
Quick mental action.
Bodily strength.
Quick bodily action.
Self-control.
Self-confidence.
Comradeship.
Discipline.
Leadership.
National pride.

There is no better time than right now to plan for an all-year-round toy department.

Think of the long months of school work ahead of our children. It is of gravest importance that children at this time should be thoroughly imbued with the national spirit. The seeds of national loyalty planted in the hearts and minds of our children to-day will give us a greater America to-morrow, but we must avoid depressing or alarming the child, which, added to the child's school work, would be tearing down faster than we can build.

> Drums and guns, swords, horns, uniforms, for the child, were never needed more than they are to-day; books and games, balls and bats, dolls and tea sets, skates, scooters—and all the other toys—were never needed more than they are to-day.

As dealers we should unite in a campaign of education directed to parents showing them the need of toys for their children. I give you in this article suggestions that serve as a foundation for such a campaign. For instance, windows:

Arrange a window devoted to toys that promote constructiveness, from the smallest set of blocks meant for wee baby hands, to the elaborate mechanical set for big brother. Have a big doll represent the baby and stand a figure of a boy of about ten or twelve years of age beside something that is built out of a mechanical construction set. Place a card bearing the following educational text in the window:

> Keep abreast of your child's mental developments. The child's mind seeks to create and construct. We have a complete line of toys for this purpose. We must feed the child's mind as we would feed the child's body. We are glad to talk with you at any time about the proper toys for your child, according to the age of the child.

Another window carrying out an educational idea would be figures of boys dressed in khaki and surrounded with military toys. Have the figures seated at a table with some game between them, and in the background a painted scene of some timely outdoor sport. Use a display card having the following wording:

> Patriotism, our nation's best asset. Let our children become inspired with love and loyalty for our country in the natural way—mingle it with their play, let it, so to speak, come into their hearts and minds unconsciously, and it will dwell with them forever.

Another window that would be effective in this educational work would be boys and girls at play with trains, boats, small motor trucks and horse-drawn drays—all typifying commerce and business, using a display card worded as follows:

> Train your children for the future greatness of America—let your boys and girls early feel the thrill of progress commercially. Toys will inspire them by suggestion. Let them have trains and boats, trucks and wagons. Toys serve a double purpose—they amuse and educate. Plan your purchase of toys to fit into the different stages of your child's advancement. Come in and talk the matter over with us. We make a study of toys in their application to the child-life.

Take a photograph of each window and have a small half-tone made of same. Print this on a mailing card, using as wording for the card the same text as is used on the display card in the window.

Mail these cards to a select list of customers.

For your mailing list do not neglect the rural homes. Remember the farmer-parent has a double problem. Theirs is not only the proper amusement and education for their children, but it is also one of keeping the growing child on the farm.

The farmer is able to buy toys, and appealed to rightly the farmer-parent will buy toys. In interesting the farmer in your toy department, you also interest him in your entire store. The same educational campaign you use on your city trade you can use on your farmer trade with this addition, that you can talk to the farmer-parent about the thing nearest to their hearts—to keep their growing boys and girls from wishing to leave the farm.

Bear in mind also that the Government is soliciting the aid of housewives—mothers are asked to do things that require more of their time than they have ever before devoted to anything other than the care of their children; and now that housewives and mothers may join in and do their bit in the many things that are needed, there should be a means provided for helping amuse and educate the child without making this work a tax upon the mother. Toys, therefore, are the only things that will assist in this work, and for this alone we owe it to our Government to stock and advertise toys.

TOYS MADE BY SOLDIERS

Products of Canada's Invalided Veterans In Great Demand

"We are much ahead of the rest of the world in the conduct of occupations," explained Mr. Burnett. "In England a nurse shoves the heel of a sock into the hands of a wounded man and tells him to knit. In some places they give them embroidery, but we go easy on that. Imagine a man making a doily; he might better be making a cigar box. We want to re-create men, not make nice, amiable old ladies." This is how Norman Burnett prefaced his account to a Toronto audience of how Canada was attending to the work of providing occupations for invalided soldiers. Canada was a leader in this respect. The soldiers were taught to weave baskets, make toys, carve wood, and work with metal—the work with brass and copper—noisy though it is—proving particularly soothing to patients suffering from shell-shock.

Some splendid samples of work done by the men were exhibited. One particularly clever piece consisted of a toy man cut out of wood and a long train of wooden animals set on a piece of lattice-work, which, when extended to its full limit, must have measured nearly 20 inches. This toy was the product of three soldiers in the hospital at London,

Ont., one—an amputation case—having designed it, another—a chair patient—having done the cutting, and a third—a bed patient—having administered the paint. Articles constructed by the men are greatly in demand, and the proceeds go to the makers after allowance is made for cost of materials. At present, Mr. Burnett stated, one man has an order for 300 napkin rings.

Much attention is given to those who have lost right arms. They are being taught to use the left, and some of the soldiers have learned to write for the first time during their confinement in hospital.

WANTS BETTER PACKING

A Montreal correspondent, signing himself "Toy Salesman," sends in the following for publication in BOOKSELLER AND STATIONER, in which he addresses some pertinent questions to manufacturers of toys, particularly those of the "builder" type:

Why not pack heavy steel toys in wooden boxes instead of cheap pasteboard?

Long before I sold some structural steel toys, the boxes were ground to a pulp and the parts lost.

A good article poorly dressed is not good advertising.

Why not number the parts, and have numbered pegs or places to store these parts? Diagrams would call for parts by number. Parts would be restored to places by number.

The toy would be educational and habit forming, particularly if a boy ever went into a machine shop.

It would be a better seller even if it cost more.

Some manufacturers pay for these ideas.

"TOY SALESMAN."

TRADE SHOULD VISIT SPRING SHOWS

Holiday Lines Will Again be on Exhibition in Toronto by Some of the Principal Houses—A Boon to Buyers

VERY shortly the big houses who conduct spring exhibitions of holiday trade specialties will again be booking orders for 1919 autumn and Christmas business, together with other special-occasion goods, and in this connection an important place is occupied by such items as greeting cards, calendars, pictures and various gift novelties. When the retailer takes into consideration the very great increase and improvement in merchandise of this class that has been witnessed in the past half dozen years or so, it must appeal to him that it would be a good step on his part to give this whole line more consideration, both as regards the extent of his buying of these goods and the space given over to their display in his store.

In the case of greeting cards, particulars will be found elsewhere in this issue as to the help to be extended by the Postcard and Greeting Card Association in the way of suggestions to aid the trade to sell more greeting cards. That Association is cognizant of the value of the trade paper as a medium for promoting such co-operation, and in subsequent issues of BOOKSELLER AND STATIONER the retailers will find ideas set forth which they will be able to make the vehicles of increasing their greeting card sales and considerably augmenting their profits from this branch of trade.

Postcards will, of course, be included in the programme, and if the Association succeeds in its efforts to have the authorities at Ottawa remove the extra 1c war tax, a good boom in the post card trade will surely come this year.

Coming back again to the subject of the spring exhibition of holiday goods by Toronto wholesalers, those retailers who can possibly arrange to do so should be in attendance so as to see the new goods to the very best advantage.

The travelling salesmen will, of course, be taking the samples out on the road visiting the trade from ocean to ocean, but there is much to be said in favor of retailers occasionally getting entirely away from their stores. Buying trips to the larger distributing centres will invariably provide new outlooks and new ideas for the observant merchant and even though the days thus spent may require a constant attention to the business of buying, so as to accomplish as much as possible in the comparatively short time which the average merchant will feel justified in spending away from his business, the change from the routine and close confinement which is the lot of almost every retailer, cannot fail to be beneficial to him in many respects—having in mind his own physical well-being as well as the business itself.

It is to be hoped, therefore, that a record-breaking number of merchants will come to Toronto in the latter part of March and in April, when these shows will be in progress. The work is already proceeding in preparation for these exhibitions of holiday goods, and in the wholesale houses there is a confident feeling that 1919 is going to prove to be another bumper year for business.

False Reports Hurt Trade Interests

There is no truth in rumors given wide publicity in newspaper articles that stationery and other paper products are to be cheaper. Writers lacking practical knowledge create misapprehension and do considerable harm.

President of Stationers' Association in Britain Takes Newspaper Writers to Task

IT is often the case that "special articles" in newspapers present assertions that are damaging to trade interests, and only too frequently has the book and stationery trade suffered in this way. That the same grievance is extant in England as well is indicated by the following, under the heading of "A Timely Protest," from the last issue of the "Stationery World" of England:

A Sunday paper, claiming to have an enormous circulation, recently published an amateur article on the subject of "Cheaper Stationery." The head of one of our leading stationery houses informs us that he has received from all parts of the kingdom spirited comments on this article, accompanied by indignant letters regarding the "very erroneous and harmful statements the article contains."

Last year and the year before we protested against damaging articles of this kind in the public press, the articles in 1916 and 1917 being of a most injurious character, and professing to deal with the "passing of the picture postcard." The so-called facts were sheer nonsense, as results have proved. Now we have to deal with the "tarradiddle" regarding "Cheaper Stationery."

Mr. Percy Barringer, as president of the Stationers' Association of the United Kingdom, has issued a timely protest against the publication in a widely-read newspaper of misleading nonsense calculated to create a false impression and do considerable injury. Mr. Barringer points out that there is not one word of truth in the article referred to, and adds: "So far from stationery being 200 per cent. to 400 per cent. cheaper (by the way, what is 400 per cent. discount of £1?) than it was before the armistice, I can assure you that there is no appreciable difference in cost at all; and as I presume you would accept the Paper Controller as an authority on this point, I would refer you to a statement issued by him during the last few days to the effect that 'the position with regard to imports of paper and paper-making materials would be more restricted during the next three months than at any other period of the war.'"

It is quite true that the stationery trade and many other trades have had to adapt themselves to a new standard of values, and although many of the prices asked appear high, they can be justified.

It is very regrettable that writers who have no practical knowledge of trade topics should concoct articles which are calculated to create misapprehension and do considerable harm.

NEWS OF THE TRADE

BACK TO THE ROAD

The photograph shown on this page is the likeness of a new member of the sales force of the Eaton, Crane & Pike Company. His name is Herbert G. Popham, popularly known as "Pop," and he will take care of the Canadian customers formerly called upon by Frank Palmer.

Mr. Popham's former business experience has made him especially well fitted to meet the requirements of his new position. He has formerly been associated with Wm. Collins Sons & Co., publishers and general stationery manufacturers of Glasgow, Scotland, for whom he traveled throughout Scotland



H. G. POPHAM

and England. He also spent four years with the Thacker Co., of Bombay, India, his territory extending out of Bombay as far as the Khyber Pass.

About nine years ago he came to Canada, and since that time has been with the A. R. McDougal Co. and Wm. E. Coutts. For the past two years, however, he has been in business for himself as the junior partner in the firm of Holmes & Popham, at London, Ontario.

"Pop" had been so long on the road that he could not contain himself within the limited radius of trade activities afforded by even so fine a city as "The Forest City."

NEWS FROM THE MARITIMES

Halifax, N.S., Jan. 17.—The fall and Xmas season in the Maritime Provinces was exceptionally good, particularly in the cities of St. John and Halifax. One large Halifax firm of booksellers and stationers was completely sold out of new novels, and their stock of fountain pens and papeteries was entirely depleted.

Although there were a large number of books by unknown authors, they were readily sought for, particularly books pertaining to the war.

The disastrous fire, which occurred in Halifax in January, caused a loss of about $400,000 or $500,000. The Pen Stationery Co., owned by L. Connolly, lost about $5,000. The Office Specialty Co. lost between $10,000 and $12,000.

"CONSIDERABLE BUNK THEREIN"

At the meeting of the Alberta Federation of Labor, held at Medicine Hat, Jan. 7, one of the delegates expressed his thought that when the federation was dealing with the Government on the question of new school text book contracts, they should also protest against the alleged erroneous statistical and other matter contained in text books of to-day. He said the people wanted to see the truth in plain facts embodied in the text books, and argued that to-day we find considerable bunk therein. The resolution was almost unanimously adopted.

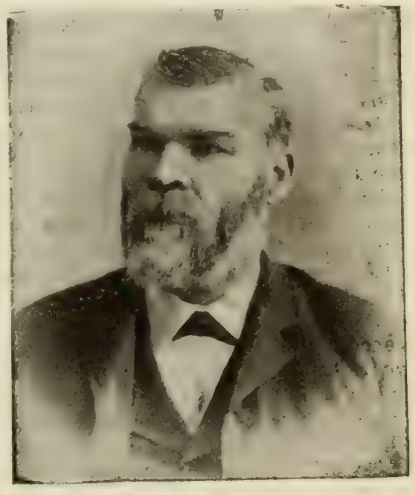
This Congress started on its way an agitation to have all school readers and text books printed in the province, ways and means to be decided upon by a commission representative of the Government, employing printers and allied printing trades unions. It was pointed out that in the United States in certain states this policy had been adopted and had given highly satisfactory results.

"THRIFT MAGAZINE" MAKES APPEARANCE

The first number of the "Thrift Magazine," published under the direction of the National War Savings Committee, has made its appearance. It is edited by Mr. W. J. Dunlop, B.A., director of the schools section of the W.S.S. organization, who is also editor of "The School." The especial purpose of this publication is to further the War Savings and Thrift Stamps movement among the schools of the Dominion. Ten numbers are to be published by June, the intention being to bring them out at fortnightly intervals.

DEATH OF WM. COLWELL

William Colwell, the proprietor of Colwell's bookstore and founder of the Wallaceburg "News," died yesterday at the age of 78 years. He had been active in the stationery business for more than fifty years, first at Mitchell and later here. He published papers at Mitchell, West Lorne, Leamington, Paris and Wallaceburg. A widow and family of four sons and five daughters survive him.—Wallaceburg "News."



THE LATE WILLIAM COLWELL
Veteran Canadian Bookseller and Stationer

YARMOUTH IS PROSPEROUS

Messrs. R. H. Davis & Co., manufacturers of paper products, essences, etc., have had a busy year. This firm has opened a branch at Sydney, which gives promise of being a profitable venture. Among the retail dealers of Yarmouth a degree of prosperity has prevailed with only one failure recorded during the year.—Yarmouth, N.S. "Light."

BUYS BUSINESS BLOCK

Galt, Ont., Jan. 4.—An important real estate transaction has just been completed, whereby Frank H. Chapple becomes the owner of the valuable Main street property occupied at present by the Allan & McKenzie hardware firm. This property is next door to the building at present occupied by Chapple's Bookstore. Mr. Chapple said that he had made no definite decision as to whether he would continue to do business at his present location or would move into his newly purchased property.

Miss E. Brookbank has sold her book and stationery business at 2455 Yonge Street, Toronto, to E. M. Cairnes.

NEW AGENCIES

Frederick D. Goodchild was in New York in January, where he concluded arrangements for representing for Canada the publishing house of James Pott & Co., who are specialists in Bibles, making a complete range from pearl type text up to large type illustrated editions and comprising teachers' Bibles, India paper editions, Boy Scout and Khaki testaments. A feature of these Bibles is the patented "Unbreakable Back" binding. Mr. Goodchild made a special arrangement with the Fleury H. Revell Co. for selling their general line, and also with D. Appleton & Co. for their general list, exclusive of editions of novels sold outright for the Canadian market to different Canadian publishers. Another line taken on was the series of automobile and airplane hand-books, by Victor Page, in association with other authors, as published by the Automobile Publishing Co., of Pawtucket, R.I. Goodchilds will also sell the toy book line of Samuel Gabriel & Sons.

NEW MANUFACTURERS' AGENCY

J. H. Walker has opened an office in the Richmond Building, 33 Richmond St. West, Toronto, as a manufacturer's agent, selling stationery lines. He will continue to carry the line of the Luckett Loose Leaf Co., and has augmented this by the addition of certain lines of imported goods not made in Canada, including the Whiting & Cook Co., of Holyoke, Mass., extensive manufacturers of high grade correspondence papers.

Mr. Walker has had fifteen years' experience in the trade, having for a number of years been on the road for the United Typewriter Co., and having been latterly in charge of their Calgary branch before establishing a commercial stationery business in that city. Since 1917 he has been on the road for the Luckett Loose Leaf Co., up to the time of opening a manufacturers' agency business as already recorded.

AT CITY PRICES

The stopping of the radial car service at Burlington, Ont., was taken advantage of by Jocelyn's book store in that town by doing some good newspaper advertising of a composite nature, covering various lines of books and stationery, toys, phonograph records, etc.; a six-inch double column space being used with good effect. A line prominently displayed was, "Everything at City Prices." The advisability of this latter course is questionable for two reasons. One is that it pre-supposes that prices are lower in the cities than in the towns, and the other is that in many cases, goods are sold in the stationery stores of small towns at lower prices than in the cities.

TWO TYPES OF MERCHANTS

Some booksellers have allowed their minds to dwell altogether too much on the question of prices, giving this so much attention that it has impaired their capacity for real business-building. On the other hand, there are fortunately many broader-minded men in the retail trade who are more anxious about the selling quality of the new lines offered for the coming year's business. Thus, one of the leading booksellers of the country recently sought information as to what big things were coming in the way of books, and learning of new titles by eminent authors—books that would enable any energetic bookseller to do a good grist of business—he became imbued with enthusiasm. With him the question of whether these books were to be $1.50 or higher was a secondary consideration.

That is the proper attitude for every retailer to assume. There is no ground whatever for any assumption that books can possibly become cheaper this year. On the contrary they will cost quite decidedly more than ever before, and the autumn season advice from New York houses indicates that the $1.75 novel will be the rule rather than the exception.

TRADE NEWS

S. Plastiff succeeds Elmer E. Williamson in the stationery business and is now located at 368 Yonge St., Toronto, one door north of the stand which Mr. Williamson occupied.

T. S. Sinnott, general manager of the Imperial News Co., Ltd., has received word that his eldest son, after serving three and a half years in France, has arrived in London on leave.

The Imperial News Co., Ltd., Winnipeg, have recently added several other American magazines to their list, including "Physical Culture," "Review of Reviews," "Sporting News," a weekly, "Etude" and "McClure's."

W. C. Bell, Toronto, who represents several English book publishing houses, escaped the "flu" until the latter half of January, when it kept him confined to the house for about two weeks. His friends in the trade were glad to enjoy his genial greeting when he was able to be about again.

George Smithers, of Macmillan's, suffered a severe attack of influenza in January, but is about again and expects to hit the trail for the West very shortly. No sooner had he got rid of the "flu" than it attacked Hugh Eayrs, sales manager at Macmillan's, and he is still, unfortunately, unable to be out of doors.

Walter White, who has for several years been the manager of the Edinburgh House of Oliphants, Ltd., has been made a director of the firm. He will be the controller of their binding works, which trade under the name of Anderson & Ferrier at 29-37 St. Mary street, Edinburgh.

The Eversharp Pencil Co., of Chicago, is starting the year with a wider distribution of pencils among stationers than it has ever before possessed. The liberal advertising of the company to assist stationers in selling the pencils has proved very beneficial. During the holidays many of the pencils were purchased in stationery stores as gifts.

NO ILL EFFECTS

Bob Stead, of the advertising fraternity, and Robert J. C. Stead, author of "The Cow Puncher," are one and the same. The Welland "Tribune" recently took "Bob" to task for pointing out that a review of "The Cow Puncher" had not appeared, although a copy of the novel had been sent to that paper. The author's reply was another autographed copy of the book with this remark on the fly-leaf: "Here's hoping you will find time between chasing ads to read this epistle and suffer no ill effects.—Bob Stead."

Then came a goodly review in the "Tribune" beginning with, "We found time to read the first chapter and took time to finish the whole book before laying it down. There were no ill effects." The conclusion of the notice was as follows: "Having read 'The Cow Puncher,' we shall be able to 'chase ads.' with a better spirit, and, we trust, with more remunerative results."

BRITISH INDUSTRIES FAIR

A fair confined to the products of British manufacturers will be held in February 24 to March 27 in London, in the Pennington Street warehouse of the London docks. This will be the fourth fair of this type, and only bona fide trade buyers will be admitted. The trades represented will be stationery and paper, printing, glass and pottery, fancy goods and toys.

APPOINTED SALES MANAGER

William Brady has just been appointed sales manager for McClelland and Stewart.

CHANGES AT GAGE'S

At the annual meeting of the Board of Directors of W. J. Gage & Co., Ltd., Sir William Gage resigned the presidency to become chairman of the Board, and W. P. Gundy was elected president; H. H. Love, vice-president; A. G. Parker, secretary-treasurer, and H. F. B. Kent, assistant general manager.

Sir William Gage has resigned the presidency of the Kinleith Paper Mills, Ltd., becoming chairman of the Board of Directors. He is succeeded as president by W. P. Gundy, while H. F. B. Kent becomes vice-president and managing director, and Geo. Jefferson, secretary-treasurer.

RECORD OF BRITISH NAVY

"The Record of the British Navy in the Great War," by Archibald Hurd and H. H. Bashford, is a most important announcement for early publication. It will provide a comprehensive account of the battles fought, of the blockades, and the general work of protection of the Allied countries afforded during the four years of war by the indomitable British Navy. Here is a book for which lists for advance sales might well be opened by booksellers.



Books

WANT COPYRIGHT PROTECTION

A movement has been started by a number of lyric writers and composers, who have organized the Authors' and Composers' Association of Canada, to secure the passage of a new Copyright Act.

Canada, as part of the British Dominions, was bound by the Berne Convention of 1887, but when this was revised and enlarged by the Berlin Convention of 1908 it was arranged that the Imperial Government should not ratify it on behalf of a self-governing Dominion until the assent of the latter was obtained. The British Parliament then passed the British Copyright Act of 1911, but this does not apply to Canada. Hon. Sydney Fisher introduced into the House of Commons that year a bill to embody the provisions of the British Act of 1911, but owing to the change of Government it was never passed.

Our copyright laws are therefore very much out of date. The author of a Canadian book cannot prevent moving picture companies from reproducing his ideas without payment of royalty. Phonograph companies and player roll manufacturers are reproducing songs by Canadian writers without the payment of any royalty whatever, whereas the American Act of 1909 calls for the payment of 2c per record or roll to the owner of the copyright, and the British Act of 1911 the payment of 5 per cent. of the retail price. Moreover, the United States music publishers are now refusing to consider a song by a Canadian writer on account of the fact that they cannot collect any mechanical royalties under their Copyright Act, because Canada, of course, has no such provision in her Act. It happens that most of the patriotic songs popular during the war were written by Canadians, and they do not altogether subscribe to the belief of a very wise man "that if a man were permitted to make all the ballads he need not care who should make the laws of a nation." The Association feels that the Government at the coming session should adopt the British Copyright Act of 1911 in order to prevent the abuses under which they suffer and to counteract conditions which tend to drive Canadian authors and composers to the United States, where they can secure protection for their work.—

"Thy Son Liveth," a book of consolation of the "Life after Death" type, is to be brought out in a Canadian edition.

TORONTO PUBLIC LIBRARY

Here are some statistics furnished to BOOKSELLER AND STATIONER by Dr. Locke, secretary of the Toronto Public Library:

Use of books in 1918—College, 203,946; Reference, 166,974; Dovercourt, 139,256; Riverdale, 125,996; High Park, 96,350; Beaches, 84,430; Church, 84,108; Western, 59,856; Yorkville, 56,128; Queen & Lisgar, 54,862; Wychwood, 54,367; Earlscourt, 53,872; Deer Park, 52,976; Northern, 29,955; Eastern, 16,341.

Altogether 1,279,417 books were used. The influenza decreased our circulation by 100,000.

Boys and girls used 347,510 books, and in eight children's rooms 359,122 children were present during the year.

The Beaches reports 1,000 more of fiction than High Park, but the latter reports 3,200 more of non-fiction and 10,000 more children's books.

College Street should be the great fiction centre for it gets all the new books, but fiction returns are 90,000, while the rest of the books show 113,000.

Riverdale and Deer Park show large increases in children's books notwithstanding the influenza.

Deer Park shows highest proportion of fiction.

The number of books in foreign languages was only 5,351.

Large increase in the use of books of poetry and drama.

A decided decrease in the use of books on the Great War.

BINDLE AGAIN

If anything "The Adventures of Bindle" is better than the original Bindle with which Herbert Jenkins so captured the hearts of many thousands of readers on both sides of the Atlantic. The new volume is published by Gordon & Gotch, Toronto.

There is a most attractive jacket with a picture in colors of Bindle himself in his striped sport cap, with its peak tilted down toward a most humorously expressive half-closed eye.

One must go back to Dickens and the sundry associates of the Pickwickians to find characters truer to the Cockney type, but Bindle, of course, belongs to the ultra modern school—quite different from the Dickensian mid-Victorians. Bindle is as sharp as a steel trap, witty, humorous and has a philosophy all his own. Every reader's heart goes out to Bindle, and the more one gets to know him the stronger becomes the desire for continued acquaintance.

BEST SELLING BOOKS IN CANADA

Fiction

1	Dere Mable	Streeter	90
2	Four Horsemen of the Apoclypse	Ibanez	76
3	Joan and Peter	Wells	44
4	Cow Puncher	Stead	42
5	Daughter of the Land	Porter	40
6	Golden Bough	Gibbs	34

Non-Fiction

1	Three Times and Out	McClung	32
2	A Minstrel in France	Lauder	24
3	The Chasm	Moore	20
4	Winged Warfare	Bishop	16
5	Industry and Humanity	King	16
6	Canada's Day of Glory	McKenzie	14

BEST SELLING BOOKS IN THE U.S.

(As compiled by Baker & Taylor's Bulletin)

1	Dere Mable	Streeter
2	Shavings	Lincoln
3	Four Horsemen of the Apoclypse	Ibanez
4	The Magnificent Ambersons	Tarkington
5	Joan and Peter	Wells
6	Tarzan and the Jewels of Opar	Burroughs
7	Out of the Silences	Waller
8	A Minstrel in France	Lauder
9	The Amazing Interlude	Rinehart
10	The Rough Road	Locke

BOOK JOKES

In the book trade many of the standard jokes are built around customers' mistakes in the titles of books. Of course, booksellers themselves sometimes err or disclose faulty judgment, as illustrated by the hoary story of the clerk who directed an enquirer for Lamb's Tales to a butcher shop. It is the unusual title that serves as the theme for elaborate variations, thus Mrs. Untermeyer's "Growing Pains" appeared on an order the other day as "Blowing Pains." And in another shop a customer was astonished at the look of indignation that appeared on the face of a sweet looking girl in charge of the poetry section, when he asked mildly, "Have you 'Growing Pains?'" Frequently titles are deliberately distorted, but in few instances has it been done to such good effect as in the case of Thorstein Veblen's new book, "The Higher Learning in America," when Professor Beard headed his review of this volume, "The Hire Learning," thus sounding the keynote of the work. In connection with Veblen's titles, the author himself tells with a chuckle of his friends, who insist upon referring to his "The Nature of Peace" as "your 'nature' book."

Petrograd is the scene of Hugh Walpole's new novel, "The Secret City," in which he again turns to literary account some of his experiences and impressions while serving with the Red Cross in Russia.

Selling Point Digest of Timely Books

The paragraphs herewith do not all deal with new books, the object being to keep before the trade the possibilities that are open to them in developing sales of standard books that are particularly timely, as well as the latest publications.

Tips For Booksellers About New Volumes and Standard Works

There is more money for dealers in selling well-advertised products, whether such products be pins or pianos, foods or fads, fashions or fiction. Why? Because you have less resistance to overcome in the minds of prospective customers in that the advertising has put them in a favorable mood to entertain the idea of buying what you are trying to sell. In fact it is frequently the case that they have been half or nearly fully sold by the advertising before you even begin to talk to them.

For instance, booksellers are reminded in small advertisements appearing each month in BOOKSELLER AND STATIONER of three different lines of standard sex and health books, each line of which are extensively advertised to the general public. Many booksellers who have noticed the helpful influence of this general publicity, have taken a special interest in pushing their sale with amazingly satisfactory results. They found that in doing so they were cultivating an exceedingly fertile field, made so by the extensive general advertising referred to. These are considerations which no bookseller should neglect, and from time to time they will be posted along these lines in this department of BOOKSELLER AND STATIONER to help them with different lines of books.

PSYCHICAL BOOKS

In this connection it is most appropriate to refer to the great prominence which has been given to Dr. Watson's remarkable book, "The Twentieth Plane" in the news columns of the Toronto press and other newspapers. It created a veritable sensation, and it is no exaggeration that as a result "everybody in Toronto was talking about this book." This is a most notable example of the power of publicity, and its effectiveness in helping sales. The articles in the newspapers and the resultant discussion created an enormous demand for this book, and some of the more alert booksellers were not slow to take advantage of this circumstance by putting in special window displays and otherwise advertising the book so as to direct prospective purchasers to their stores. There are many other books on similar subjects, notably "Raymond," and "Christopher," by Sir Oliver Lodge, and the novels by "Patience Worth," advertised as having been dictated by the medium of the ouija board. Booksellers who have not already done so should specialize most aggressively in pushing the sale of all such books because this is a big harvest time for such sales, and this will probably be true for months to come.

SEQUEL TO DERE MABLE

A unique record as a best seller was established in 1918 by "Dere Mable," and the coming of further love letters by the same "rookie," entitled, "That's Me All Over, Mable," should be an inspiration to booksellers because it stands to reason in view of the extraordinary hit made by the first volume, that the many thousands who so enjoyed it are going to enthusiastically welcome the new volume, and the booksellers should not lose sight of the fact that this is at the same time going to create additional demands for the first volume as well.

BOOKS BY IBANEZ

Another of the really big sensations of the 1918 fall publishing season was the appearance of "The Four Horsemen of the Apocalypse," by the Spanish author, Ibanez, which went to nearly sixty editions in a remarkably short time in the United States, but which is only now really coming into its own in the Canadian trade. A new book by this author is about to come. Its title is "The Cabin," and in view of the complete arrival of his other book this new one will be sure to be well received, especially if booksellers are alive to the situation.

FIGHTING THE HUN

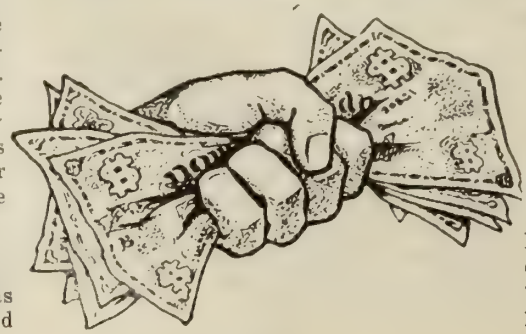
A new book of the war which has special Canadian significance is the record of three-and-a-half years' experiences at the front with the Royal Canadian Dragoons, of Sergt.-Major William R. Jones, a volunteer from the United States. Its title is, "Fighting the Huns From Saddle and Trench." The narrative is related in a most interesting manner, the natural and ready wit of the author greatly relieving the effect of the horrors which are necessarily detailed. It is an illustrated volume. The fact that it is the story of a United States fighter with a Canadian force is one that should be played up by booksellers in exploiting this volume in their sales efforts.

A SIR RIDER HAGGARD WINDOW

In his new novel, "Moon of Israel," Sir Rider Haggard tells the story of the Exodus of the Israelites from Egypt, as it might have appeared to an Egyptian, Ana, who took a leading part in the circumstances which surrounded that tremendous event. The lines of the Old Testament narative are followed closely, but the narrator, the scribe and novelist, Anana, or Ana as he is here called, naturally puts his own interpretation upon some of these happenings. To him they seem to represent a war between the God of Israel and the gods of the Egyptians, of whom Amon, or Amen, was the chief, as indeed they did according to the Bible. It remains to be added that Anana or Ana really lived in the time of Seti II, and was the author, among other romances, of the famous "Tale of the Two Brothers."

The period is that which is generally accepted as the date of Exodus, at or about the end of the reign of Pharaoh Meneptah, the son of Rameses the Great, and it is based on the theory which the late Sir Gaston Maspero informed its writer he considered quite probable, that the usurper, Amenmeses, immediately succeeded Meneptah and was the actual Pharaoh of the Exodus. The love interest in the tale is furnished by its heroine, a Hebrew lady named Merapi, Moon of Israel.

Booksellers, in displaying and advertising this book should also feature reprints and cheaper editions of all of this noted novelist's other books. A most effective Rider Haggard window could be devised, thus giving the filip to the sales of all of his books, besides increasing the interest in this latest of Sir Rider's novels.



ITALIAN NAVAL POWER

An interesting book which has just come from Constables, of London, is, "Italian Naval Power in the Great War," by the well known naval authority, Archibald Hurd. The writer goes back into history into the middle of the last century, which saw the rise of the Italian nation as it is now constituted. He then takes up the origin and the collapse of the Triple Alliance and proceeds to deal with the modern Italian navy, with special reference to the part it played in the Great War. Booksellers would do well to have a special shelf of books on naval subjects, especially those having real significance in connection with the Great War.

THE NEW STATE

Another work similar in scope to Mackenzie King's "Industry and Humanity" is M. P. Follett's "The New State," which deals with group organization as the solution of popular Government. The most striking characteristic of present political theory is its reaction against the state. The most salient political fact to-day is the increasing amount and power of group-life—trade-unions, professional societies, citizens' leagues, neighborhood associations, etc. The most pressing political problem is the relation of all these

groups to one another and to the state. All this indicates a new state. This book seeks to find the essential principles which shall underlie the new state through an analysis of the psychological basis of group organization.

The members of the trade will find that the great interest in this subject, evidenced by the good reception of "Industry and Humanity," will enable them to sell other books of the same character.

CHANCE FOR FOLLOW-UP SALES

A novel which is a reply to Waugh's "Loom of Youth" is to come shortly, being the work of Martin Browne. Its title is, "A Dream of Youth." Not only should booksellers be able to interest, with this new book, those to whom they sold "The Loom of Youth," but new sales of both novels should result from featuring this new book.

MARIAN KEITH

"In Orchard Glen," by Marian Keith, who won her way so well with Duncan Polite and her subsequent novels, is another idyll of the Scotch folk of Ontario. It presents a most entertaining love story of the two "ugly ducklings" of the village where the greater part of the action of the story takes place, and with it is provided a fund of whimsical humor, vivid drama, and characterization of distinctly high order, the spirit of wartime Canada furnishing a strong background. Here is another instance where booksellers have an opportunity for specialization whereby they may develop sales for this author's previous books as well as this new one. Marian Keith has a place all her own in Canadian fiction and there will be a natural demand for all her books, but the trade can greatly augment this by good persistent bookselling effort.

LYRICS FOR MUSIC

The melodic quality of Irene McLeod's poetry appeals instantly to composers. It is too soon for musicians to have used any of the lyrics in her new volume, "Before Dawn," but they have drawn on the treasury that "Songs to Save a Soul" and "Swords for Life" represent. Among composers who have recently supplied musical settings for Miss McLeod's poetry are Sidney Homer and Cecil Forsyth.

1919 CENTENARIES

This year's centenaries include James Russell Lowell, Charles Kingsley, and Walt Whitman. The commemoration of these literary celebrities will give booksellers an opportunity for creating a big revival in the sale of their books. This is also the centenary year of the late Queen Victoria, which is also of literary significance.

ECONOMY OF THE WAR

"The Romance of the Food Administration," by F. C. Wallcott is an important new book which deals with the great work done by Hoover, the U. S. food controller. Another new issue of importance to economists is Clarence W. Barron's "War Finance."

THE SAME OLD BILL

Thousands of Canadian readers who read "Dere Mable," as witness its position as the best selling book in Canada for the past three months, will welcome the sequel, "That's Me All Over, Mable," which has just been published by Briggs. There is the same uproarious humor and, with the same elements that made the first book such an outstanding success, the new volume should score a similar hit. Interest is added by the fact that a third book to be entitled "Dere Bill: Mable's Love Letters to Her Rookie," is now in active preparation.

WHO CARES?

Cosmo Hamilton's new book is characterized as being a novel of rebellious youth. It's title is "Who Cares?" It deals with a boy and girl, high spirited, healthy, normal, vital and imaginative, flung suddenly upon their own resources, buying their own experiences, opening the secrets and the seriousness of life themselves without guidance, and coming out of a great adventure hurt and with the price to pay, but not damaged because of the inherent sense of cleanliness which belongs to both.

Handling this difficult and hitherto unattempted theme in an accomplished manner, the author of "The Blindness of Virtue" and "Scandal" has told a story of surpassing human interest and movement.

JAVA HEAD

Joseph Hergesheimer, author of "The Three Black Pennys," has written a new novel of the American merchant marine at the beginning of the great clipper ship era. It is laid in Salem, when that city was still a port rich with the traffic of the East Indies; a story of choleric ship masters, charming girls, and an aristocratic Manchu woman in carmine and jades and crusted gold. There is a drama as secret and poisonous as opium, lovely old gardens with lilac trees and green lattices, and elm-shaded streets ending at the harbor with the brigs unloading ivory from Africa and the ships crowding on their topsails for Canton. It is a romantic novel—and yet true—rather than a study of drab manners; there is no purpose in it other than the pleasure to be found in the spectacle of life supported by high courage and made beautiful by women in peacock shawls. The title is "Java Head."

KIDDIES

J. J. Bell, who gave us "Wee MacGreegor," is entitled to a lot of thanks for another delectable volume entitled "Kiddies," in which the small boy and his mischief are portrayed as an entertainment for his elders. The wee Scotch and English laddies whose stories are here related are examples of that perfection of conduct which is noticeable in "Weeans" the world over. "Wee Macgreegor" and the other heroes of the narratives keep the reader in an enjoyable state half-way between laughter and tears.

This book has just been published by the Copp, Clark Co.

MARY OLIVIER

Among the big things to come this season is a novel by May Sinclair, to be entitled, "Mary Olivier." This author scored so tremendously with "The Tree of Heaven" that a big call for this new work of hers may confidently be anticipated by booksellers.

NEW AND FORTHCOMING

"Clemenceau, the Man and His Times" is to come shortly.

A new edition of "The Canadian Lawyer" is to come.

"The Roll Call," Arnold Bennett's new book, appears this month.

An important February issue is Hugh Walpole's novel, "The Secret City."

Robert Norwood's new book, "The Man of Kerioth," is to appear shortly.

B. M. Bower is to the fore with another new novel, "The Thunder Bird."

"The Curious Quest," the new Oppenheim novel, is in this author's best vein.

"The Avalanche" is the title of Gertrude Atherton's new novel of the Great War.

"Rules of Order," by Bourinot, in a new edition, is down for early publication.

In March will apear "The Boy Scout Handbook," Canada, official and authorized.

Leslie Homer has compiled a volume of "Fifty Famous Canadian Stories." The book is almost ready.

Ralph Connor's "Sky Pilot in No Man's Land," postponed from the late autumn, is to appear this month.

"Hospital Love Stories," by Mary Roberts Rinehart, is an interesting announcement for early publication.

New issues to come in the Thornton Burgess Bedtime Stories are, "Bob White," and 'Ol' Mistah Buzzard."

Irvin Cobb's, "Eating in Two or Three Languages," is a new volume similar in size to his "Speaking of Operations."

"Across the Years; Reminiscences Political and Personal," by Sir John Willison, is an important new book nearly ready.

"The Navy in Battle," by Arthur Pollen, is a $2.50 book that should fill a big place in bookselling this season, as also should the same author's "The Future of Sea Power."

NO LICENSES REQUIRED

For some time it has been an understanding that licenses would be freely granted to import greeting cards from Britain and the United States, and the issuing of licenses has been simply a matter of form, although taking up considerable time and thereby inconveniencing all concerned. Word has now come that licenses are no longer necessary, which means that the embargo on greeting cards and similar goods affected is completely lifted. This will be good news to the retailers, who have from time to time been put to the inconvenience of having to obtain licenses to bring in shipments.

NEW EDITION OF KING'S BOOK

Following two editions of Hon. Mackenzie King's great book, "Industry and Humanity," comes the announcement of a special Canadian edition at $2.

CAESAR OR NOTHING

Another famous Spanish novelist, Pio Barajo, is to be introduced to American readers with a translation of his most noted novel, "Caesar or Nothing."

SAINT'S PROGRESS

John Galsworthy has produced a new story with the Great War as a background in his "Saint's Progress," about to appear. The chief characters are two women.

LEACOCK

Stephen Leacock's new humorous book is a satiric vision of the Hohenzollerns and the Hapsburgs coming to America as emigrants to earn their own livings. Needless to say the humorist provides the reader with a great fund of mirth, and booksellers will undoubtedly find this to be a ready seller.

WAR'S SOLE CAUSE

Significance is lent Andre Cheradane's new book by reason of its title: "The Sole Cause of the War" which booksellers will doubtless find a great promoter of sales for this book.

ROOSEVELT BOOKS

"The Life of Theodore Roosevelt," by William Draper Lewis, just issued, has an introduction by ex-President Taft. This is a $2.25 volume.

"Theodore Roosevelt: The Logic of His Career," by Charles G. Washburn, is being brought out in a Canadian edition at $1.65.

THE ANCIENT GRUDGE

Owen Wister has written a book which will pique the interest of Canadian readers in a very particular manner, as it deals with anti-British prejudice in the United States.

MAETERLINCK'S NEW PLAY

Belgian and German character brought into contrast will prove a source of added interest in Maeterlinck's new play, "The Burgomaster of Stilemonde." The book is down for early publication.

IBANEZ AGAIN

"Mare Nostrum" (Our Sea) is the title of the new novel by Ibanez, the author of "The Four Horsemen of the Apocalypse." The new book will appear very shortly.

WHICH?

Jim Clarke, a young lawyer, is engaged to a splendid girl, but his worldly resources do not measure up to the requirements of her family. So she is induced to marry a more acceptable suitor—a "marriage of friendship," she calls it, in which love has no place. Can she forget—or even ignore, her real lover? Should she? This is the theme of Mary Hastings Bradley's new novel, "The Wine of Astonishment." The intense human appeal of the problem is such that booksellers will find that in many cases they will need only to introduce the book to make a sale.

THE CUP OF FURY

Among the new spring novels will be "The Cup of Fury," by Rupert Hughes. This is a political novel.

ENGLAND IN THE WAR PERIOD

A novel is to come this season from the English author, W. L. George. The title is yet to be chosen. It deals with England socially, in the war period.

THE WAY OF MAN

Woman's economic independence is the theme of Thomas Dixon's new novel, to be entitled, "The Way of Man."

HISTORY OF THE WAR

Francis A. March has written a comprehensive "History of the World War" which is about to be published in a $3.25 edition. It includes "Canada's Part in the War," by Col. George G. Nasmith, C.M.G., M.A., Ph.D., D.Sc. Written frankly from the viewpoint of the Allies, this book visualizes the bloodiest and most destructive conflict of all ages, from its remote causes to its glorious conclusion and beneficent results.



E. PHILLIPS OPPENHEIM

Whose new novel is "The Curious Quest," has just appeared.

DAWN

Eleanor Porter's new story, "Dawn" to come soon, is a tale of a blind boy who achieves self-mastery and success and then devotes his life to the service of soldiers blinded in the war.

THE TIN SOLDIER

Temple Bailey's new story "The Tin Soldier," published by The Copp, Clark Co., is a picture of America going into the world war with bravely smiling countenance, sure of the ultimate victory and final happiness to be brought about by the justice of the cause espoused.

The tale is of a man who wishes to fight for his country, but who is bound by a promise he cannot in honor break —that's Derry. A girl who, because she loves him, shares his humiliation and suffering, and helps him to win through —that's Jean. These two and others are caught in great world currents, trying with sacrifice to preserve what they hold dear and do their duty with loyal service.

SECRET SERVICE NOVEL

The many readers of "Limpy" will welcome the same author's new novel, "The Apartment Next Door," soon to appear. Advance reports have it that with this new story Mr. Johnston has done something even better than "Limpy." It deals with an altogether different theme, being a story of the U.S. Secret Service, and of the ingenious methods of German plotters, together with the clever ways in which they were thwarted.

MINNIGLEN

Agnes and Egerton Castle's "Minniglen," a Copp, Clark Co. issue, is a novel of the wild Cameron country of Scotland with transfers in scene to London. It sets forth the complicated love story of Anne Joceylyn, a spirited English society girl, and Allan McClung, the young laird of Minniglen. There is a wealth of incident, including the adventure of a girl lost in the northern mist, the gay frivolities of a Scottish house-party and exciting scenes among London suffragettes.

A NEW DICTIONARY

"Webster's New Handy Dictionary," in a 32c-edition of handy size, suitable for the pocket and also most adaptable for use by stenographers and school pupils, has just been put out by the Copp, Clark Co. It is a clear-type dictionary and is thoroughly up-to-date as indicated by the fact that "camouflage" and other strictly new "English" words are in it. It is a worthy addition to staples of booksellers.

GUIDE TO ONTARIO LAWS

Mrs. Edith Hollington Lang, B.A., of Toronto, has done the average man and woman of the Province of Ontario a real service in compiling a "Handy Guide to the Laws of Ontario," a book of 110 pages published by The Copp, Clark Co. It is a book of interest to social workers, and to all desiring information on the laws regarding the common affairs of every-day life.

The following is a list of the chapter headings—The Franchise Acts, Laws Relating to Children, Husband and Wife, The Criminal Code, Laws Relating to Public Health, Liquor and Cigarettes, Laws Relating to Persons in Industry, Laws Relating to Municipal Affairs, Education, The Prison System, Wills, etc., Laws Relating to Property, Landlord and Tenant, Laws Relating to the Public Lands, Miscellaneous, The Administration of the Law.

Why Books Have Increased So Greatly

In the January issue information was given about the sharp advance in book prices indicated by advice from leading U. S. publishers. Now follow some of the reasons for the advances.

Something About the Trade Conditions That Have Boosted the Cost of Production

SOMETHING was said last month about the big increase in the price of books in the United States becoming effective with the beginning of 1919, an increase that will average over 25 per cent. The "Bookseller's Turnover" gives some statistics of the book publishing trade, increased costs of raw materials, and of labor. Here is the array of cost increases since 1914:

	Per cent
Book cloth	100
Cloth board	over 100
Super (gauze)	300
Labor	30-35
Glue	100
End sheet paper (white)	3½-10c

These figures, it should be explained, were given in round numbers, and represent spur-of-the-moment responses to the interviewer's question rather than any attempt at minute accuracy; they may be accepted without question, however, as reflecting the situation with substantial accuracy.

The greatest increases in labor costs have taken place during the last year, one jump dating back to December, 1917, the other to this past September. Indeed, so great were the advances forced by the printing trades unions during the latter month that large printing establishments have one by one raised their prices 20 to 25 per cent., even to their old customers.

As for leather, the advance in raw material has been even greater in proportion than in the case of cloth. For instance, the grade known as plain buffing was 8½ cents of foot four years ago —now it is over 20 cents.

The paper trade reveals a similar condition of affairs. According to a representative of the J. W. Butler Paper Company, of Chicago, paper of any grade which, roughly speaking, cost 5 cents in 1914, costs 11 cents now, and in some lines there have been repeated advances within the last few months—with no indication of any material recessions for a long time to come, and even with the possibility of still more altitudinous figures before we are through with the effects of the war.

The following figures represent increases in the past four years in other incidentals entering into book manufacture:

	Per cent.
Paper	50-100
Inks (average)	50
Inks, colored	as high as 200-300
Electrotype metal	30
Linotype metal	70
Gasoline	60
Wipers (waste)	150
Rollers	100
Wire for stitching	40
Lubricating oil	40

Is it any wonder, in view of such augmented costs all up and down the long line, that publishers have been obliged at last to raise their list prices? Indeed, is it not rather a source of wonder that they have been willing or able to sit tight so long, and that now their advances (which are still occurring and may continue to be looked for until manufacturing costs begin to swing the other way) have been so modest in comparison?

BUCHAN'S WAR HISTORY

The 20th volume of "Nelson's History of the War," by John Buchan, came last month. It deals with the summer campaign of 1917. With the conclusion of the war it should appeal to all booksellers that they can now, by a genuine effort, makes sales of the complete series to quite a number of the regular book buyers among their customers. The idea will appeal to substantial citizens who have not already bought these books as they appeared. Some live booksellers have had regular sales, in some cases as high as fifty copies a month, to customers who subscribed at the beginning to have the local bookseller supply them with the issues of this war history as they appeared.

5,000 FACTS

The 1919 edition of "5,000 Facts About Canada" is out, and is meeting with an active sale. Its compiler, Frank Yeigh, has again brought within small compass a wealth of data regarding the Dominion, put in concrete form and quickly accessible. The compilation of Canadian and British war facts is a new feature.

LOANS AND DISCOUNTS

In Shaw's Banking Series, a recent issue is "Loans and Discounts," presenting proved methods that build business, tested time-saving systems and records for loans of every sort, lending to farmers, and how to increase earnings. From the standpoint of the banker, loans and discounts, large or small, are of vital importance.

The granting of a "safe" loan spells profit. Yet the mere fact that it is "safe" does not satisfy the progressive banker. How can it be handled thoroughly—yet inexpensively—and in the quickest possible time? Just such questions as these are answered in this volume. It tells how to simplify the necessary routine work—gives a clear-cut description of tested methods for handling all types of loans—answers many of the most important problems of this department of banking.

TAKE OVER CASSELL LINE

With the return of Mr. McClelland, of McClelland & Stewart Ltd., from a trip to England, came the announcement last month of the taking over by this firm of the Canadian business of the House of Cassell. The accession of the Cassell line is an obviously advantageous one for this enterprising house. The Cassell publications are most extensive, and they circulate largely throughout the English speaking world. Notable among their publications is that prime favorite, "Chums," the annual which holds the record as being the best selling of all annuals. The Cassell dictionaries constitute an important branch of the line as to their gardening books.

Among the other firms now represented for Canada by McClelland & Stewart Ltd., are the Century Co., Geo. H. Doran Co., Norman W. Henley Co., Theo Audel Co., The Ronald Press Co., all of New York; Henry Altemus Co., of Philadelphia; Whitman Publishing Co., Racine, Wisconsin, and the Cambridge Bible and Prayer Book line is controlled for Canada.

Mr. Boyd, who has been manager of Cassell & Co.'s Canadian house, joins the McClelland & Stewart staff to have special charge of the Cassell publications.

Mr. Stewart will cover Toronto, Montreal, and Ottawa, while the other members of the travelling staff this year will be W. J. Brady, the West and Western Ontario; Chas. J. Cranfield, Northern Ontario and the West; Joseph H. Jeffries, Eastern Ontario, the Maritime Provinces and Newfoundland, and Norman B. Knowles, Ontario.

In the middle of March, McClelland & Stewart, Ltd., will move from their present quarters at 266 King Street West to 215-219 Victoria Street, where they will occupy two floors, giving them more than double their present space. They have for some time been cramped in their present quarters and with the addition of the Cassell line this move to larger quarters became imperative.

A NEW PARKER NOVEL

Sir Gilbert Parker has written a new novel of the Canadian West entitled, "Wild Youth and Another." This is to appear in the early spring. The coming of a novel by this premier Canadian novelist is always a Canadian literary event of the first magnitude, and naturally creates enthusiasm on the part of retail booksellers.

"The Mary Frances Knitting Book," which was to have come in the autumn, but which had to be postponed, has at last appeared.

More About the 1919 Trade Outlook

The drastic increases in book prices certainly create a problem, but the general feeling is that the outlook is for another good year's trade. There is little or no indication of lower prices in stationery lines.

Representative Members of the Trade, Wholesale and Retail, Express Their Views

What About Library Trade?

Toronto Jan. 24th, 1919.

Editor, BOOKSELLER AND STATIONER:

You have asked for a 1919 forecast. All the "sure enough" prophets are now dead, and it is a brave man who attempts prophecy, but here are a few rambling suggestions.

The greatest foe to continued prosperity in Canada is the merchant who sits waiting for "prices to come down."

Christmas, 1918, was admittedly a record breaker for Canadian booksellers. Prices were certainly high. There never was a time of such sluggish movement in the book trade as in the old days of low prices.

If we wish to invite "hard times" let us pass around the word that "prices are coming down" and fold our hands in anticipation as if this lower level of prices would in some mysterious manner be a help to us.

Prosperity came and found most of us waiting around and watching through the window, individually we cannot claim any credit for its coming, but individually we can contribute to prolong its stay.

One lesson the war has surely taught is the enormous importance of co-operation. Depression may come, but if the bookseller and publisher work together to the fullest possible extent, the printed page in its many forms will continue to furnish a competency, and no vendor of books ever hopes for more. Easier would it be for the camel to lose its hump than for the bookseller to become wealthy in his profession.

But Oh! You booksellers in city and town, why in so many instances do you neglect local library trade? Think it over!

Yours very truly,
S. B. GUNDY.

Carry Ample Stock

Toronto, Jan. 23, 1919.

Editor, BOOKSELLER AND STATIONER:

Put me down among the optimists. Last year ended most satisfactorily, and 1919 is opening up very well indeed. So far as I can judge the outlook for the coming year is that it will be one of the best book years I have known. The people have money to spend and the bookseller is bound to get his share as well as the moving picture show, the theatre, or anyone else. My advice to the bookseller is, while of course exercising due judgment in his buying, to have plenty of stock of the good things. Every live bookseller knows that a sale lost by a book being out of stock, is so much profit lost on his day's business.

In reference to increased book costs, I do not think there is any reason to be pessimistic. The working man and woman is everywhere receiving increased wages, and in consequences both raw material and finished product are costing more than ever before. But people of all classes everywhere in Canada are earning larger salaries than every before, and are accustomed to paying higher prices for what they buy than ever before. It would be unreasonable, and Canadians are not unreasonable, to expect books to be cheap, while food and other necessaries remain dear. The higher price for books is part of a condition which exists at the present time and is not likely to alter for some time to come, and when the change does come, if ever, it will come gradually. Therefore, in my opinion, the bookseller should not starve his business by buying from hand to mouth, but should carry on his shelves and counters a sufficient book stock to meet the needs of his customers.

Yours truly,
W. COPP,
Vice-Pres. The Copp, Clark Co., Ltd.

Prices More Likely to Advance

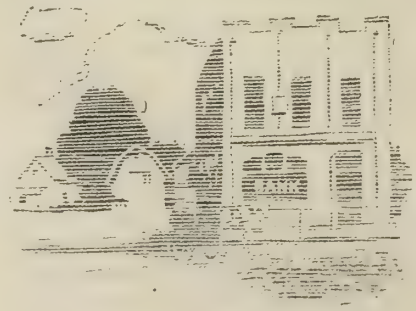
Editor, BOOKSELLER AND STATIONER: ?

Philadelphia, January 20, 1919.

Regarding the outlook for 1919 we do expect a considerable increase in our volume of orders for this year, all tendencies pointing that way.

We might state, however, that both dealers and jobbers are holding off and are purchasing only for present requirements' due to the expected deflation of prices. Inasmuch as the United States Government has guaranteed the price of $2.40 per bushel to our farmers for wheat, as long as wheat continues to be sold at such a figure, there is very little possibility, to my mind, of any great decrease in the cost of other commodities. I do not look for any material decrease in the cost of production during the next eighteen months.

Labor is rather unsettled—is demanding higher wages and shorter hours—and industrial conditions for 1919 and early in 1920 are going to be rather precarious. The fact of the matter is, in going into the market recently to make a purchase of raw material, we found that in most cases the prices have advanced since our last purchase, and if there is any change to my mind it will be rather in the nature of an advance than a decline.



However, we feel that the 1919 business is bound to be good, owing to the tremendous demands for both labor and material for reconstruction work in the devastated regions of Europe. There are a great many soldiers returning home from the campaign who are looking for jobs, but there are also large numbers of men going to European countries the United States now more than ever do not consider "foreign"—our trade in every province is increasing by leaps and bounds. Our Mr. Riedell has just returned from a Canadian trip which was by far his most successful, measured by sales. He is enthusiastic as to the business outlook there. We wish the BOOKSELLER AND STATIONER and our many Canadian friends the best of prosperity in 1919.

WELDON ROBERTS RUBBER CO.

A Good Motto for 1919

Toronto, Jan. 25, 1919.

Editor, Booksellor and Stationer:

You have asked for opinions and forecasts as to probable business conditions for 1919. We are optimistic first, last, and all the time, and believe that 1919 will be a better year for booksellers than 1918, record year that it was.

The history of publishing and bookselling shows that, following every war there has been a wonderful increase in the production of literature, resulting in good business for the bookseller and the publisher.

Our motto for 1919 is to sell two books where we sold one last year, and we hold no copyright on the slogan, so dealers, take it up and blazon it forth: Two books in 1919 for one in 1918! Let's all say we will do it. Good business, eh? You bet!

The dealer who waits for prices to come down will not make the grade required by that "double up" slogan, and will wake up only to find that his competitors have the goods—and the business.

The price of wheat is high and will remain high and so will all other foodstuffs, and the workers will be working shorter hours and earning more money. We are not prophets, but think this will be the way of things for 1919.

When in England late in December, I found the bookselling trade there buoyant and full of "pep" for 1919.

JOHN McCLELLAND.
Pres. McClelland & Stewart, Ltd.

Must Buy Now

One prominent member of the trade, who has an aversion to publicity for himself, but who yet approved the action of BOOKSELLER AND STATIONER in thus discussing the question of prices and presenting facts and arguments, giving the retailers a line on the proper attitude to adopt toward the coming days, laid emphasis in his remarks on the futile attitude of some retailers in holding back orders in the expectation of getting lower prices. The depleted condition of stocks generally, both wholesale and retail, was sufficient evidence to convince any member of the trade that immediate buying must proceed, thus necessitating, without any cessation whatever, the manufacture of the goods to supply this urgent demand.

As all raw materials are still at their war-time levels, the goods which are now being manufactured must necessarily be sold at the prices that have been prevailing rather than at a lower level. If the manufacturers were enabled to buy the material from which their merchandise is manufactured at lower prices, there would be some ground for looking for lower prices immediately, but as everything that is now being turned out is being manufactured from the old, high-cost stock, the products themselves will naturally remain at old quotations.

Because of the depleted stocks in all the stores of the country there must be an unusual amount of activity just at present. In other words, there must be considerable buying. No dealer will be able to hold off with the intent of buying later at lower prices—the goods must be had now—and as a result the goods he will buy will be manufactured at old costs with the natural appendage of old prices.

Normal Conditions

The Automatic Pencil Sharpener Co., Chicago, finds that conditions are rapidly returning to a normal basis, and the company believes that 1919 will be an excellent year for all firms engaged in the manufacture of metal specialties for the stationery trade.

Mr. Edison's Message

The following message from Thomas A. Edison has Canadian as well as U.S. significance:

"What does the first year in peace have in store for us? I have been asked to attempt to answer that question. There are those who fear a business depression. The surest way to bring on a depression of business is to nurture fears and act hesitatingly.

We now have a national financial system which is capable of meeting practically any situation that can arise; our farmers have harvested an enormous crop. The only thing needed to insure a year of great prosperity is a determination on the part of every business man, big and little, to go ahead with absolute confidence in the future.

The business men of the country must see to it that the employment is provided for our war workers and returning soldiers."

More Books as Gifts

Orillia, Ont., Jan. 7.

Editor, Bookseller & Stationer:

Our Christmas trade was very satisfactory. December sales fully 25 p.c. ahead of 1917. The business was pretty evenly divided over the five days before Christmas. Book sales for Christmas gifts were largest for many years with us. We expect a slight decrease in business for a few months while the munition factories are changing over to the regular line of business, but we see no good reason for believing that business will not be good during the latter part of the year. We are planning for and expect a good business in 1919.

R. O. SMITH & CO.

BEST IN TWENTY YEARS

Jan. 25, 1919.

Editor BOOKSELLER & STATIONER:

Trade in Fort William during the past year was one of the best ever experienced. Merchants in general have been wearing the smile of satisfaction I know of no year in our twenty years' experience that has proved so generally a success. I am not looking for so good a year for 1919, owing, possibly, more to local conditions than otherwise. Shipbuilding is to a very great respect responsible for our good times for 1918. This we will not have in 1919.

J. EDGAR RUTLEDGE.

Reason for Advances

George J. McLeod, just back from New York, had some interesting things to say relative to conditions in the book trade. There is no absence there of confidence in continued good business for 1919, because of the almost complete manner in which all stocks, wholesale and retail, have been depleted, making heavy purchases for 1919 imperative.

As to prices, some statistics quoted by Mr. McLeod are highly significant. Last year the large publishers of juvenile books actually published a great proportion of books at a loss, because of unforeseen increases in costs of production, which came after the jobbers' catalogues had been printed. This year juveniles that retailed at 35c will be 50c a copy. Reprint novels will have to be 75c a copy in Canada.

Since a year ago paper has advanced nearly two cents a pound, and an average novel takes a pound of paper. Costs of binding accounted for another advance of a cent a book, and printing, almost half a cent per book.

Pressmen, who used to get $24 a week, now get $34, and feeders, who formerly got $16 to $21, now get $30 a week. Still another demand is threatened by the pressman.

These were cited as being just a few inside facts showing why book production costs have gone up so materially.

Wants Trade Association Organized

To Put a Stop to Unfair Competition

Why is it that foreigners are allowed to sell magazines ranging in price from 5c to 25c, or even higher, within a few steps of a legitimate, cultivated bookseller and news agent.

This is exactly what happens in Montreal. Foreigners who are only required to obtain a police permit and pay 25c a year for a badge. This allows them to camp in front of any "legitimate" bookseller and stationer's store, obstruct his windows, and compete with him.

Would anyone else stand for it? No! No! No! Fruit merchants are not allowed to expose their goods, and yet, during the "flu" epidemic, the health authorities closed my store in case I should have over 25 people in at one time, and yet allowed soap-box news agents to distribute germs, wafted up out of the street and into magazines, thus being carted home!

Some people call these soap-box news agents "utilities." Why doesn't the City of Montreal tax them as they have done other public utilities?

These so-called utilities toil not, neither do they spin, and through their merchandising methods disease is spread.

He cannot speak our language. He has not any vested interests, no capital at stake, no rent, light, heat or taxes to pay. Does he buy Victory Bonds? Others do his fighting for him. Why should he be allowed to cumber the sidewalk?

What other line of business except that of the unobtrusive, gentlemanly, and often scholarly, bookseller would tolerate such a condition of affairs?

Why do not the booksellers and news agents (legitimate) combine and get these people off the streets, or else make them pay an adequate tax?

Another pertinent or impertinent question: Why should fruit stores, ice cream parlors and drug stores be allowed to sell our merchandise? It seems to me that a booksellers' and stationers' association could be formed that would soon abolish house to house canvass by non-taxpaying peddlers of Christmas cards and canvassers for magazines.

I pay heavily for the privilege of doing business. Why should not my competitors be forced to do the same?

I should like to hear and see the views of others, in print, on this same topic.

YE OLDE TIME BOOKSTORE.

Has Confidence in Future

When Frank Wise, president of the Macmillan Company of Canada, was asked for a forecast of what 1919 has in store for the book trade in Canada, he cited his firm's own experience marking the first month of the new year. Business had kept up to a most satisfactory degree, and the firm had had to take added office space in an adjacent building. Book prices could not be otherwise than higher, but Mr. Wise did not consider that that would constitute any serious setback in business, because in the case of any particular new book by a noted author a difference of 25c in its price would, in comparatively few cases, retard purchasers. This had, in fact, been proven in the past year with Wells' "Joan and Peter," which was published at $1.75. On the other hand, where customers were in search merely of a book, or several books, with no particular authors or titles in mind, the choice was so wide that there was little or no chance of price advances killing sales of that nature.

Another interesting incident of the autumn publishing season with this house was that it had entailed the payment of royalties on Kipling's books, which they control for this market, up to a total that equalled any similar previous period, even when they had the advantage of publishing a new book for Kipling.

All in all, Mr. Wise saw no reason for looking to the coming days with anything but a spirit of confident hopefulness for a continuation of good, sound business in the book trade.

Trade Good in Canada

Newark, N.J., Jan. 11

Editor, Bookseller & Stationer:

We are glad to have the opportunity to express ourselves with regard to the season's trade and the outlook. Ever since the signing of the armistice we have been impressed with the ease with which readjustment from war conditions was being brought about. Business is better than ever, and our judgment is that there is the greatest possible reason for optimism. Our notable business increase for some time past has been in the foreign field. This was good during hostilities, but is now coming stronger than ever. As to Canada—which we in seeking opportunities there, and there are large numbers going to Europe as laborers for contractors on reconstruction work in those regions. There will be a continued shortage of labor for the entire year, and for possibly a year and a half. In short, we view the 1919 prospects with confidence and are planning for an increase of business during this year.

Yours very truly,
MOORE PUSH-PIN CO.,
P. G. Underwood,
Sales Manager.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Who Cares, Cosmo Hamilton, cloth, $1.50; The Apartment Next Door, Wm. Johnston, cloth, $1.50.

Non-Fiction

The Doctor in War, Woods Hutchinson, cloth, $2.50; Shipbuilding Industry, Roy Willmarth Kelly and Frederick J. Allen, cloth, $3.

WILLIAM BRIGGS

Fiction

Moon of Israel, H. Rider Haggard, cloth, $1.50; That's Me All Over, Mable, E. Streeter, cloth, 75c; Sir Isumbras at the Ford, B. K. Broster, $1.25; The Texan, James B. Hendry, cloth, $1.50; Cap'n Jonah's Fortune, James A. Cooper, cloth, $1.50; Fast as the Wind, Nat Gould, cloth, $1.50; Blue Aloes, Cynthia Stockley, cloth, $1.50.

THE COPP CLARK CO., LIMITED

Fiction

The Tin Soldier, Temple Bailey, cloth, $1.50; Minniglen, Agnes & Egerton Castle, cloth, $1.50; Kiddies, J. J. Bell, cloth, $1.50.

Non-Fiction

Echoes of the War, J. M. Barrie, cloth, $1.50.

J. M. DENT & SON, LTD.

Fiction

The Four Horsemen of the Apocalypse, and The Shadow of the Cathedral, Vicente Blasco Ibanez, cloth, $1.90; His Grace of Grub Street, G. V. McFadden, cloth, $2; Capt. Maraday's Marriage, Thos. Cobb, cloth, $2; The Choices of an Etonian, Horace Buckley, cloth, $2.

Non-Fiction

Far Away and Long Ago, W. H. Hudson, cloth, $2.50; Leaves in the Wind, "Alpha of the Plough," cloth, $2; Aerobatics, Horatio Barber, A.F.Ae.S., cloth, $3.

Juvenile

Mother's Nursery Tales, Katharine Pyle, cloth, $2.50; Fairy Tales of Weir, Anna McClure Sholl, illustrated by Katherine Pyle, cloth, $2; Adventures of Two Ants, Nanny Hammarstoon, cloth, $1; Billy Possum, J. Carter Beard, cloth, $1; A Little Lost Boy, W. H. Hudson, cloth, $1.50.

GORDON AND GOTCH

Fiction

Adventures of Bindle, Herbert Jenkins, cloth, $1.50.

S. B. GUNDY

Fiction

Java Head, Jos. Hergesheimer, cloth, $1.50; Anthony Trent, Master Criminal, Wyndham Martyn, cloth, $1.50; The Solitary House, E. R. Punshon, cloth, $1.50; The Three-Cornered Hat, J. S. Fasset Jr., cloth, $1.25; The White Rook, J. B. Harris-Burland, cloth, $1.25.

Non-Fiction

Why God Loves the Irish, H. J. Desmond, LL.D., cloth, $1.25.

THE MACMILLAN CO.

Non-Fiction

China and the World War, W. R. Wheeler, cloth, $1.75; Democracy and the Crossways, F. J. C. Hearnshaw, cloth, $5.00; Musings and Memories of A Musician, G. Henschel, cloth, $4.25; The Re-Evangelization of England, C. Hepher, cloth, $1.65; Charles Booth, A Memoir, C. Hepher, cloth, $1.65; Harold Tennyson, R.N., C. Hepher, cloth, $1.65; The Faith of the Apostles' Creed, J. F. Bethune-Baker, cloth, $1.65; Belief and Creed, F. H. Chase, cloth, 85c; Sir William Ramsay, W. A. Tilden, cloth, $3.50; Boundaries in Europe and the Near East, T. H. Holdich, cloth, $1.50; The Abolition of Inheritance, H. E. Read, cloth, $1.50; Good English, Canby and Opdycke, cloth, $1.10; The Good Man and the Good, M. W. Calkins, cloth, $1.40; The English Village—A Literary Study, J. Patton, cloth, $1.60; Christian Internationalism, W. P. Merrill, cloth, $1.60; The Great Peace, H. H. Powers, cloth, $2.25; The History of Religions, E. W. Hopkins, cloth, $3.10; Poems and Plays, Vol. I. and Vol. II., J. Masefield, cloth, $5.00 the set; America and Britain, H. H. Powers, cloth, 40c; Merchandising, A. W. Douglas, cloth, $1.00; The Newer Knowledge of Nutrition, E. V. McCollum, cloth, $1.60.

Fiction

A Chance to Live, Zoe Beckley, cloth, $1.60.

Juvenile

The Children's Homer, P. Colum, cloth, $2.00.

GEORGE J. McLEOD, LTD.

Fiction

The Buccaneer Farmer, Harold Bindloss, cloth, $1.50; White Men, George Agnes Chamberlain, cloth, $1.75.

Non-Fiction

The Great Adventure, Theodore Roosevelt, cloth, $1.25; The Marne, Edith Wharton, cloth, $1.00.

(Continued on page 59)

WELDON ROBERTS
RUBBER ERASERS

Do you know our 399 TRI-PLY CIRCULAR ERASER ?

If you don't mail us a postal to-day for a sample. This is a "long-felt want" for every typist. Turn the sample over to an intelligent typewriter operator—and await her verdict. You'll order when you've heard from her!

A combination **hard** and **soft** eraser of great merit.

WELDON ROBERTS RUBBER Co. NEWARK, N.J. U.S.A.

Special Announcement

The attention of the trade is directed to the forthcoming publications of the Milton Bradley Co., which will supplement the attractive list that has already appeared of

BRADLEY QUALITY BOOKS

Stories of Great Adventure	$1.25
Krinkley Eyes	1.00
Children in the Wood	1.25
Every Day Stories, by Carolyn S. Bailey	.75
Fables and Folk Stories, by Carolyn S. Bailey	.75
Hero Stories, by Carolyn S. Bailey	.75
The Mermaid's Message	.75
The Sunken City, by Marie H. Frary and Chas. M. Stebbins (new edition)	.75
Stories From Wakeland and Dreamland, by Anne Elizabeth Allen	.75
Stories and Rhymes for a Child, by Carolyn S. Bailey	1.00
For the Story Teller, by Carolyn S. Bailey	1.50

Liberal Discount to the Trade

Your stock of Juvenile Books will not be representative without these titles. Exact date of publication will be announced later.

FOR SALE BY

S. B. GUNDY
25-27 Richmond St. W., Toronto, Ont.

THE GEO. M. HENDY CO. Limited
215 Victoria Street, Toronto, Ont.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet **Columbian** **Lenox** **Arlington** **Wavelet** **Housatonic**

Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

GREY COLORED CARDS LAST LONGER

Do Not Get Dirty So Quickly as White Ones — A Practical Suggestion For the Card Writer—How One Store Speeded Up Number of Show Cards Being Made

By R. T. D. EDWARDS

THIS is third of a series of articles on departmental store cardwriting, which will not only aid the large store cardwriter in his work, but will be of benefit to the cardwriter who does things in a smaller way.

The store referred to in this article is one of the largest in the Dominion and has a great area of selling space. Consequently the number of show cards used, both inside the store and in the windows, is enormous. Many hundred



cards have to be made daily, both for replacing soiled cards and for new displays.

Dirty Cards Repulse Trade

To keep the cards clean is the most difficult proposition in a large store. Cards are continually getting dirty or broken and should be replaced with new ones at once. That is an important point in showcarding any store. Cards must be kept clean at all times because they are the mouthpiece of the interior of the store, just the same as the show windows are the mouthpiece outside.

To keep cards more presentable, and to avoid the greater consumption of cards, this store changed their regular store cards from white to a mist grey color.

The grey cards have proven to be a great success, because they do not show dust or finger marks as quickly as the white.

Grey cards are used for everything but "advertised" and "sale" cards. For these, white cards are used with black or red color for the printing.

All cards are of uniform size, both in the windows and on the counters—5½ x 7; 7 x 11 and 11 x 14 being the various sizes most frequently used.

A uniform style of lettering is used on these cards, which can be quickly formed and which is quite readable.

The system for operating a cardwriting office in a departmental store depends largely upon the amount and quality of cards that it has to turn out. Many offices are run in a haphazard way. That is, every writer lays out and rules his own work and sorts it when completed. This is a very expensive method. If an employee is a cardwriter, and there is enough work to keep him going, he should not be doing work which can be done by cheaper help.

Speeding Up the Work

First of all, the larger stores need one person who can do everything about the office except write cards. That is, he must be able to take care of stock, see that it is kept in good condition and see that it doesn't get low.

In the store referred to this man lays out orders as they come in. The cards are ruled in pencil very lightly so that no erasing is needed, with correct layout-stencil, an assortment of which is always kept, and piled in a cabinet which has various sections denoting the time the order had come in.

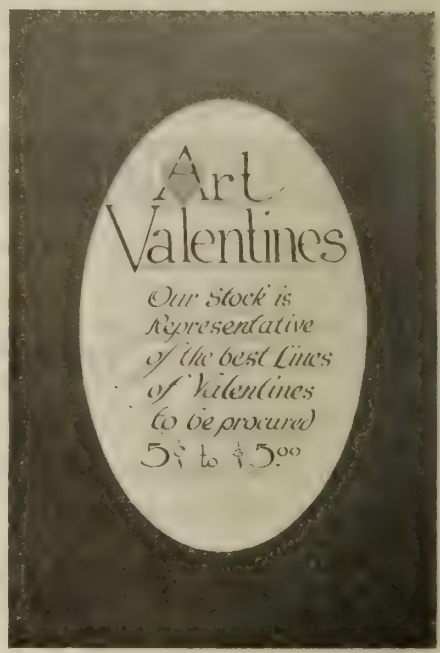
The work is then ready for the cardwriter. After cards are written, they are sorted again by the helper back to the department card cabinet where they await being called for.

If the card is grey with black letters, white underlining is used. This can be done by the helper after some practice.

If this system is carried out, the cardwriters very seldom have to get off their chairs. This means at least two to three times as many cards can be handled as by the old method of every man for himself.

A Big Day's Work

More than sixteen hundred cards were written in a day by one man in this store on account of using this system and not having to get off the chair.



So you will find that in smaller store work, this system can be worked out to a great degree without making the work any harder. Have a helper prepare all the work for you while you do other things of greater importance.



NORMAN A. SINCLAIR

For many years with Warwick Bros. & Rutter, who becomes sales manager for Charles E. Weyand & Co., of New York, extensive manufacturers of papeteries. Further particulars of this change will appear next month.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

"DEXTER"



The highest grade hand feed Pencil Sharpener made or possible to make. Equipped with POINT ADJUSTER which SAVES THE PENCIL and produces any point from blunt to fine, stopping cutting when desired point is produced.

SHARPENS ANY SIZE PENCIL

Send for Price List, it will PAY You

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Canadian Representatives
A. R. MacDougall & Co.
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Retail price per package of 60 boxes $9.00
Dealers price $5.85.

Send $5.85 for a Sample Package to-day

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"The Guarantee of Quality"

FULTON
Self-Inking
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Line Daters
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Sign Markers
Rubber Type
Printing Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

NEW GOODS
DESCRIBED AND ILLUSTRATED

A "DIFFERENT" TAG

The "Backbone" Tag is a new kind, made in an entirely different way from the ordinary tag with which practically everyone is familiar.

The name itself is very descriptive of the tag, for instead of having a hole or eyelet through which to attach a cord, two pieces of strong twine run through the entire length of the tag, being pasted between the two layers of stock that constitute the card, and extend five inches beyond, for tieing purposes. Thus this double twine is virtually the "backbone" of the tag, and prevents all possibility of the tag being torn off either wholly or in part

Another very important feature of the "Backbone" Tag is that it is waterproofed by means of a specially prepared asphalt material being placed between the layers of the card in its manufacture, thus protecting it against damage by water. It is a tag that will withstand tear, wear and weather. This is a recent introduction by the Trinity Bag and Paper Co., 105 Hudson street, New York City.

NEW PAPETERIES

Among the new papeteries added to the line produced by the Copp, Clark Co. are numbers which might well be styled an "art series." The boxes themselves are most artistic in appearance, having panels with beautiful reproductions of girls' heads, some as centrepieces, while others are smaller and placed in the upper left hand corner. Not the least attractive feature of each of these new papeteries is the quality and good appearance of the stock forming the covering of the boxes. As to contents, there are boxes with Copp's kid finish, Copp's fine linen, silk-velvet and Swansdown linen.

NEW ITEMS ADDED

Society stationery, one of the popular lines of Buntin, Gillies and Company, Ltd., Hamilton, is now being supplied in a full range of notepapers, envelopes, papeteries, correspondence cards and writing tablets. The cover design is strikingly executed in dark blue on a mottled grey ground, and the stock is a heavy white, linen finish paper with a pleasing writing surface.

Pugh Specialty Co., Limited

38-42 Clifford Street
TORONTO - CANADA

Manufacturers and Manufacturers' Agents.

French Ivory (Made in Canada). Photo Frames, Boxes, Toilet Articles and Novelties.

Booklets, Post Cards, etc., for all seasons and occasions.

Toy Books.

Pennants and Textile Novelties, Active Service Banners.

Welcome Home Banners and Pennants, Victory Pennants and Celebration lines.

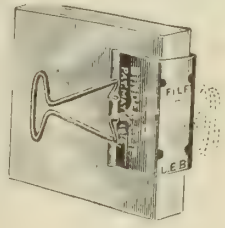
Purses, Wallets and School Bags. Souvenir Novelties.

If you don't get our catalogue regularly, send us your name. It's well worth having.

L.E.B. BINDER CLIP

Number 6.

READY FOR DELIVERY



Remember, please, that the L.E.B. is the ONLY Steel Jaw Binding Clip which permits reversing the arms ABSOLUTELY FLAT against the papers which it contains.

Write for catalog and prices

CUSHMAN & DENISON MFG. CO.
240-242 W. 23rd St., New York

Artists' Material

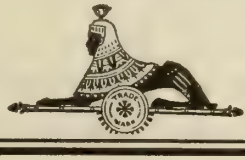


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Mfrs since 1854 of high grade Artists' and School Oil and Water Colors, Canvases, Brushes, Woodenware Outfits, Drawing Tables, Boards, Filing Cabinets.

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F. WEBER & CO.
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Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.
Passaic, N.J., U.S.A.

Our Specialty:
STAMPING INKS OF ALL KINDS

The spaces on this page are equivalent to

Double Buyers' Guide Spaces

THE RATE IS

$5.00 Per Month

on Yearly Contract
Single Insertion $7
A Good Live Page—High value in publicity at minimum cost

Your Sales Increase

when you adopt our
Sample-Set Advertising
for more business on
Typewriter Ribbons and Carbons

It is a direct-to-user advertising which brings the prospect right to your store.

The Caribonum Policy is "Quality First" and stationers can therefore rely on a line of goods of such standard quality and uniformity as puts them in a position to permanently retain the trade of every customer who once uses the goods.

Give Us A Trial.

CARIBONUM COMPANY, LIMITED
54 Wellington Street East, Toronto

CATALOGUES FOR DEALERS

From the Norman W. Henley Co., of New York, represented in Canada by McClelland & Stewart, Ltd., comes a copy of their 1919 catalogue describing all the firm's publications, including some new books just added.

The prices show considerable advance in some instances, this being in keeping with the general tendency with all publishing houses. An interesting offer made to retailers is to the effect that copies of the catalogue bearing dealer's name and address will be supplied free to booksellers for distribution among their customers.

LISTS RECEIVED

"Sales Stimulating Stationery," by Louis Victor Eytinge, has been printed by the Mortimer Company, Ltd., Ottawa, Canada. It dwells on the importance of the proper selection of letterhead design and execution to help soliciting letters build business. The book is written in Mr. Eytinge's happiest vein, and shows reproductions of some very effective letterheads.

From S. B. Gundy comes a list of the Milton Bradley "Story Hour" books of which there is already a goodly list, with six new titles to come this year. The list in question is an illustrated one and of such a pleasing appearance combined with convincing descriptive matter and illustrations of the different volumes as to make it a most effective selling-help for booksellers.

The Compo-Lithograph Company, 28 Kingsland Road, London, N.E., directs attention in recent circulars to its line of duplicators. In addition to its gelatinous type, generally known in this country as the hektograph, it offers the Thelma Duplicator, using a clay base. The Compo-Lithograph is said to be capable of making upward of fifty copies of writing, drawings, etc. The device also reproduces typewritten matter.

Hamblin & Russell Mfg. Co., Worcester, Mass., who are represented in Canada by L. G. Beebe of Toronto, have just forwarded to BOOKSELLER AND STATIONER a copy of their illustrated price list, No. 400. This firm manufactures an extensive variety of wire goods, including wire desk baskets and waste paper baskets, wire photograph holders, and various household specialties of particular interest to those stationers who have profitably adopted BOOKSELLER AND STATIONER'S suggestion to put in a stock of such items.



Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

FOUNTAIN PENS
GRAVITY STYLOS
INK PENCILS

We offer the trade new ideas in merchandise with a guarantee that our goods are right.

Gravity Stylo Pen With a new and exclusive self-filing device. Three styles to retail at $1.50 $1.75 and $2.50 **Prompt Deliveries Assured.**

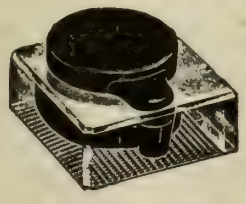
PARAMOUNT SELF-FILLER PEN An excellent pen, splendidly made, that retails at $2.50, allowing a liberal margin of profit.



Farrell & Hosinger
Company
LARRY J. FARRELL
GEORGE N. HOSINGER
Manufacturers of FOUNTAIN, STYLOGRAPHIC AND GOLD PENS
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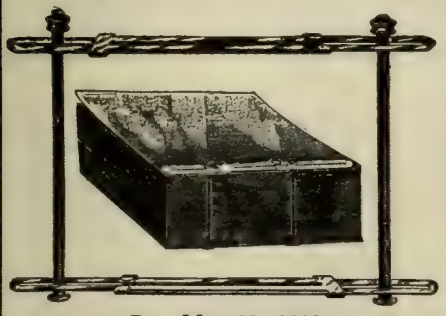
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(Continued from page 54)

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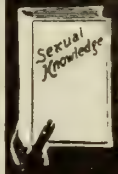
Non-Fiction

The Twentieth Plane, Dr. Albert D. Watson, cloth, $2.00; Essays in Occultism, Dean W. R. Harris, cloth, $1.25; Spiritism and Demonology; Standard Canadian Reciter, D. G. French and F. H. Kirkpatrick, cloth, $1.50; Canadian Poems of the Great War, Edited by John W. Garvin, B.A., cloth, $1.50; The Navy in Battle, Arthur Pollen, cloth, $2.50.

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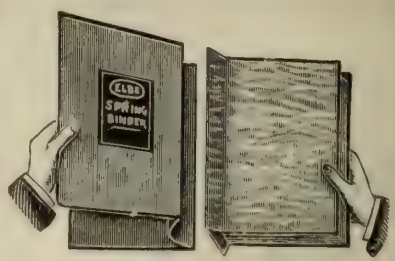
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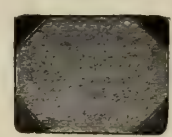


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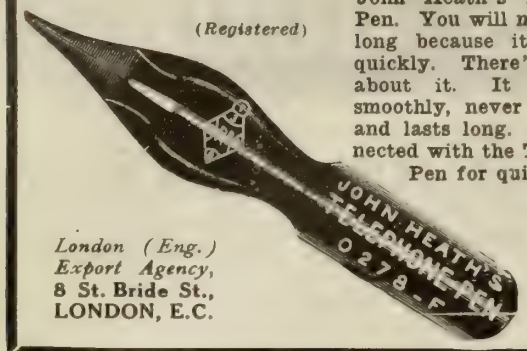
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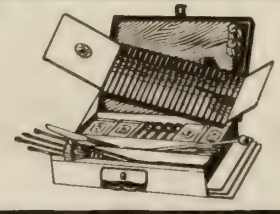


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The Acme of Perfection in regulation weight carbons

Reliable—Permanent—Economical

M. & V.
TYPEWRITER
RIBBONS
and
CARBONS



Their quality is beyond question and is due to our modern methods of manufacture and the first quality materials we use.

Good results—good profits and satisfied customers—can always be looked for from a display of these M. & V. Products.

Are you stocked?

Mittag and Volger, Inc.

Principal Office and Factory: Park Ridge, N.J., U.S.A.

Agencies all over the World

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Advance Orders for the 1919 Edition of

5000 Facts About Canada

doubled those of last year. This is a hint to the live newsdealer to feature it and keep it in stock.

It contains 50 chapters of Facts, from "Agriculture" to "War."

Order from your News Company

Canadian Facts Publishing Company

588 Huron Street, Toronto

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

Advance Samples *of* Christmas Lines

will be shown by our salesmen during the next few weeks. The range is entirely new, comprising "Made-in-Canada" Gift Stationery, British and American Booklets and Cards, Gift Dressings, etc. You will make no mistake in seeing them before ordering.



When you sell Dutch Fabrik

you are following the line of least resistance.

Repeat orders from satisfied letter-writers have made Dutch Fabrik the most widely known popular priced stationery on the market.

Note paper, envelopes, papeteries and tablets in the popular styles.

(Made-in-Canada)

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

TRAVELLERS' NUMBER

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-four years the recognized authority for those interests.

VOL. XXXV. PUBLICATION OFFICE: TORONTO, MARCH, 1919 No. 3

This Handsome Display Case

Will Help Your Saleslady INCREASE your PROFITS



It is regular counter height and effectively displays six dozen

SWAN FOUNTAIN PENS

With large closet for reserve stock, boxes, etc., and occupies only 1¾ square feet of floor space.

SWAN Fountain Pens are made in all styles. Standard Safety Self-filling, from $2.50 up.

Full particulars and Trade discounts on request.

Mabie, Todd & Co.

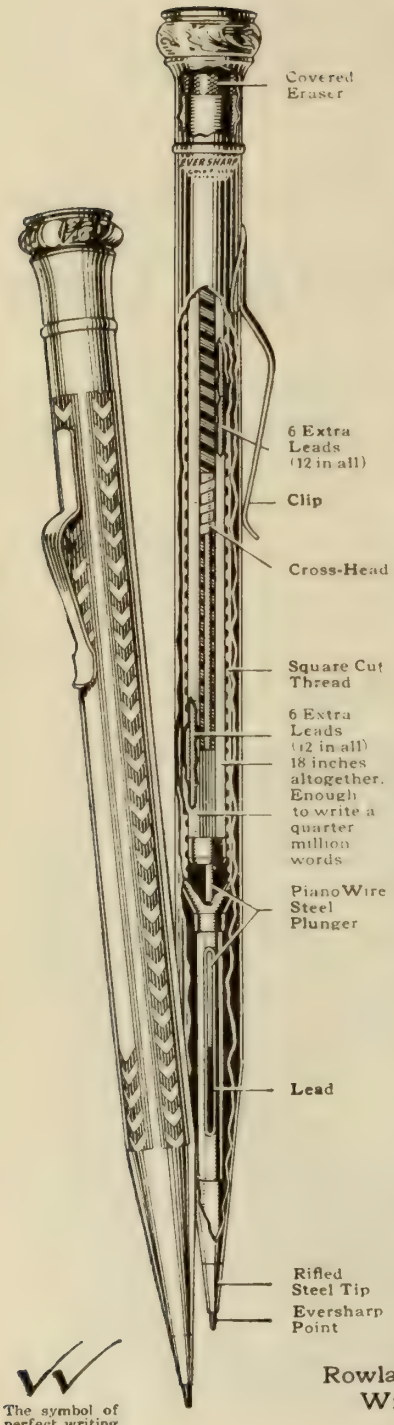
THE MANUFACTURERS

473 College St., Toronto, Ont.

London Paris New York Chicago

BOOKSELLER AND STATIONER, March, 1919. Volume XXXV., published every month. Yearly subscription price, $1.00; U.S., $1.50. Entered as

Eversharp Points to Quick Profits



The symbol of perfect writing—the mark of Eversharp Pencil and Tempoint Pen.

Sales well past the million mark!—That's the record of Eversharp in the United States where Eversharp dealers are making big money. And now dealers in Canada have a chance to sign up for Eversharp prosperity. The time to act is—today!

The field for Eversharp is practically unlimited because Eversharp guarantees lasting satisfaction and economy to every writing hand. Always sharp—never sharpened. Built with jeweler precision for life-long service. Under cover Eversharp carries 18 inches of lead and uses every last bit for perfect-pointed writing. Made for pocket, chain or lady's bag. A wonderful pencil success!

Eversharp Leads

Thirty-five cents replenishes the Eversharp lead supply—enough for a quarter million words—over seven thousand words one cent. Filled in a jiffy. Eversharp Leads, made specially for Eversharp, have a fineness, firmness and smoothness all their own. They are big repeaters because made specially for Eversharp.

EVERSHARP

ALWAYS SHARP—NEVER SHARPENED

Right-Hand Mate to the famous Tempoint Pen

Rowland & Campbell, Ltd.
Winnipeg, Manitoba
Western Agents

The Consolidated Optical Co.
Toronto, Ontario Montreal, Quebec
Eastern Agents

Made and Guaranteed by

THE WAHL COMPANY

1800 Roscoe Street Chicago, Illinois

Send today for catalog and interesting literature to Canadian representatives





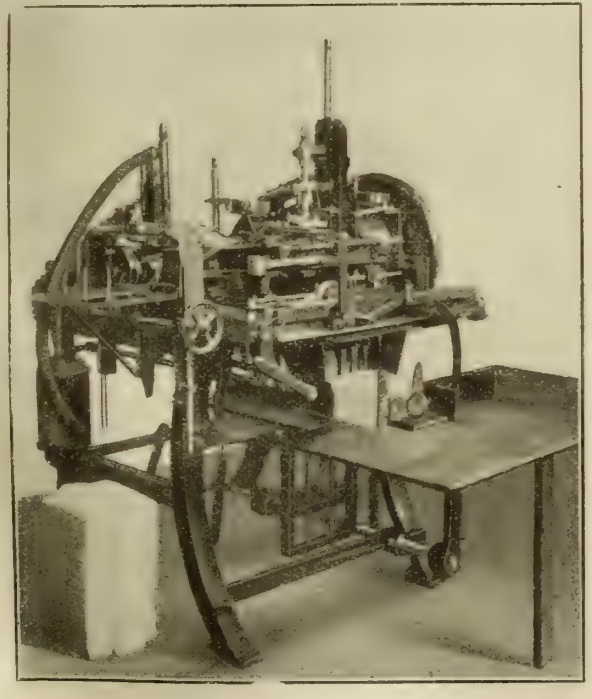

Here are Four Sellers From the Goodall Assortments

When you're stocked with Goodall's you can please every taste in the matter of Playing Cards. Artistic Designing and Fine Quality Board distinguish all of Goodall's English Playing Cards.

Your jobber can supply you with these Goodall lines:

Imperial Clubs, Whist, Colonial Gold Edges, Linettes, Salons, Society and **Sultan.** Patriotic and **Bairnsfather** Series.

Aubrey O. Hurst, *Representative* 32 Front St. W., Toronto



AUTOMATIC
COMBINED ADJUSTABLE
ENVELOPE AND BAG
FOLDING MACHINE

The "CARMIC" BRITISH MADE

1. TWO machines in ONE.
2. ANY size envelope or bag can be folded upon the "CARMIC" within the specified range of each machine, which is practically unlimited.
3. The change from one size to another being carried out in about one hour.
4. The change from envelope to bag shape being carried out in about half an hour. NO change of box is necessary.
5. All classes of paper can be folded.
6. Output of machines from 28,000 to 32,000 per day.
7. Does not require special skill to operate.
8. Very little motive power is needed to drive machine.
9. Best material and workmanship throughout.
10. Machine does not gum the sealing flap.
11. Space required for machine and operator, 6 feet by 5 feet.
12. Machines supplied ready for working.

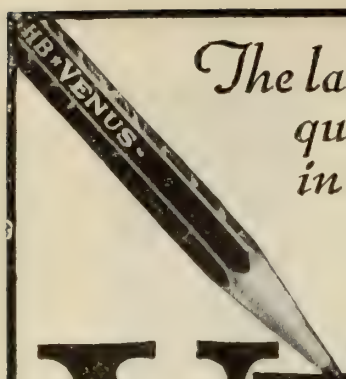
Instruction for changing and adjusting sent with all machines.

All enquiries should be accompanied with patterns and particulars of range (largest and smallest) required.

Also makers of Envelope Gumming Machines (Power and Hand.)

Prices and full particulars to be obtained from the makers

PETER CARMICHAEL & CO., Limited
4 Carr Street, Limehouse
LONDON, E. 14 ENGLAND



The largest selling quality pencil in the world

VENUS PENCILS

The standard by which all pencils are judged — Ask the expert!

Progressive stationers everywhere appreciate that there is but one BEST in pencils, and that its trade-mark, the well-known VENUS is recognized the world over by purchasers who demand Pencil Perfection.

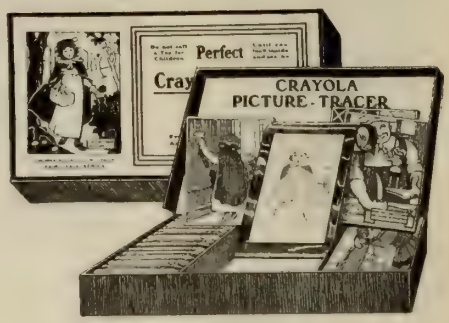


17 black degrees and 3 copying, all of the same superb quality.

Our leading customers all are preparing for a big business in quality goods this year. Look over your stock of VENUS Pencils and send in your orders early.

American Lead Pencil Co.
220 Fifth Avenue, New York
and Clapton, London, England

A LINE OF WINNERS



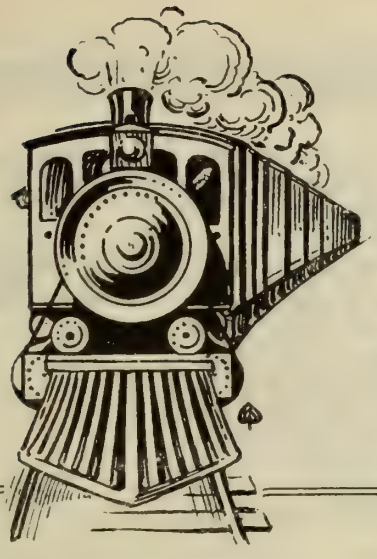






Travelers' Samples Cheerfully Furnished

BINNEY & SMITH CO.
81 Fulton St. **New York**



How Dawson's Travelers help the Retailers

A Dawson Traveller is on the way to see you

Last month we spoke of the beginning of the era of Peace, the renewal of business activities, the assurance that present prices will prevail for some considerable time at least and the consequent necessity for retailers to buy for present trade and the immediate future.

Then we told you about some of the outstanding Dawson-made products for stationers.

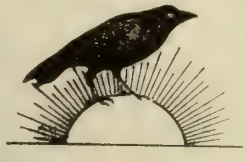
Now, we want to emphasize the advantage to the retail stationers throughout Canada afforded by the frequent visits of THE DAWSON TRAVELERS to the various sections of the country. Every Dawson Traveler is freely posted not only about the goods of our own manufacture, including such lines as

BLANK BOOKS, LOOSE LEAF GOODS, MEMO BOOKS, TYPEWRITING PAPERS, WRITING PAPERS, TABLETS, ENVELOPES, PAPETERIES, SCHOOL WORK BOOKS, etc., but also regarding the various Stationers' Sundries which we sell extensively and for some of which we are exclusive Canadian representatives.

Any Dawson Traveler can give you important facts that will enable you to add to your profits, if you will give him the opportunity. It is his business to know why Dawson products excel and how the retail stationer will benefit by the SERVICE of W. V. Dawson, Limited.

Asy him WHY it is better for you to handle Dawson Blank Books and the other lines with the "Jackdaw Brand."

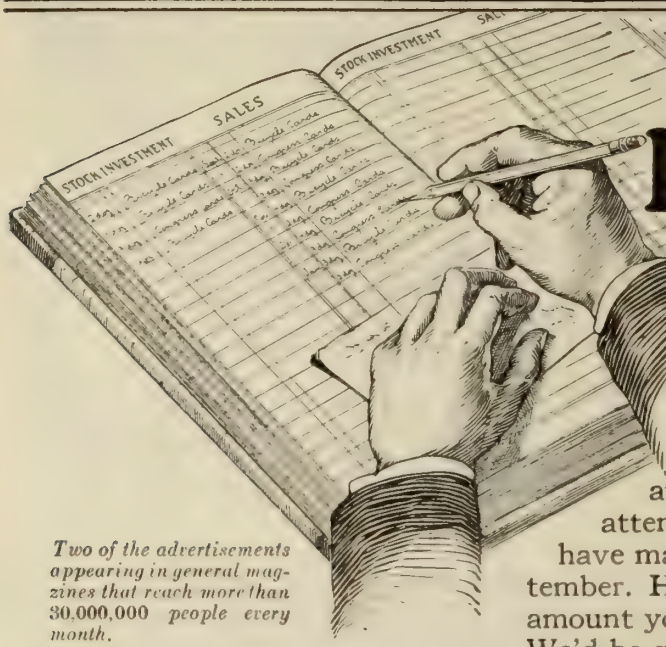
The work of the traveler is backed up by our most efficient mail order service. Write us now while this is before you and either ask us to give you full particulars or arrange for a call by one of our representatives.



Prompt and courteous attention to all orders-- large or small

W. V. Dawson
LIMITED
MONTREAL and TORONTO

Be ready for the demand for office supplies



Two of the advertisements appearing in general magazines that reach more than 30,000,000 people every month.

Figure Your Playing Card Profits!

SIT DOWN, you dealers who have displayed playing cards and given them some merchandising attention and total up the profits you have made on the line since say last September. How does it balance up against the amount you have invested in playing cards? We'd be glad to know the result. Send it in.



BICYCLE PLAYING CARDS
CONGRESS PLAYING CARDS

earn more profit on the amount invested in the stock than almost any other line most dealers carry. And no line is easier, simpler to handle, or more free from risk. Playing cards deserve their turn at the display window and mention in the newspaper advertising.

National advertising of these two famous brands kept up year after year is constantly expanding the field of card playing, increasing the volume of sales and speeding up the turn over. It is making more and more people ask for Bicycle and Congress cards by name. Everybody knows them and accepts them without question. An argument is never necessary to sell them—it may be to sell other brands.

Send now for price list and sample backs

Department 4

THE U. S. PLAYING CARD COMPANY
CINCINNATI, OHIO WINDSOR, ONTARIO

Paper Fasteners and Punches

We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

Ajax Eyelets--Actual Sizes



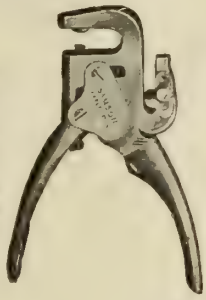
#1 #2 #3

Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool



For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.

Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool - packed 500 to box (ten boxes to carton). Two sizes long and short. Samson Eyelets, with the Samson Eyelet Tool, assure best results but any stock eyelet can be used.

Write for Catalogue.

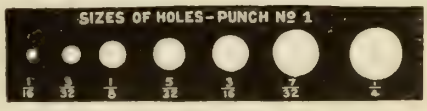
No. 1 Samson Hand Punch



Will take interchangeable punches and dies in sizes from 16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.

Useful in any office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅜ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

Canadian Representatives: Menzies & Co., Ltd., 439 King Street West, Toronto, Canada

Classy Birds

(Every standard pencil is a bird)

The Quail
Hexagon shape—with or without rubber tip. Quality unexcelled, also

The Wren
The Puffin
The Starling
The Lark
The Ibis
The Chat
The Thrush, etc.

This line of pencils is a veritable find for the jobber and the office supply house. The price attracts—but the quality is the principal asset.

Write us for samples and quotations. Made by the Standard Pencil Co., St. Louis, Mo.

Estab. 7 years

DO IT NOW



Easy Money Makers

FULD'S

(Original and Patented U.S. and Canada)

Ouija Board

15 x 22 (large size only, $18.00 doz.)

CASH IN ON THIS PERSISTENT CRAZE

Toy Balloons

Round Air Balloons—sausage shapes, Airships
Monster Balloons, Punching Bags

All shapes in Squawker Balloons

Lowest prices!—guaranteed stock!

The big business starts in May and endures right up to Chrismas

Give us a trial order

Menzies & Company, Ltd., 439 King St. W., Toronto

Manufacturers' Agents—Publishers and Importers of Xmas Cards—Fancy Stat'y—Toys—Blotting Paper, etc.

VALENTINE'S SERIES
POST CARDS
FAMOUS THROUGHOUT THE WORLD

THE VALENTINE & SONS UNITED PUBLISHING CO., LIMITED

HEAD OFFICE
TORONTO

Feb. 28, 1919.

Mr. Bookseller and Stationer,
Anywhere, Canada

Dear Sir:-

One word before you buy your CHRISTMAS CARDS.

We have made arrangements for the exclusive handling of the

DREYFUSS ART CO.'S LINES

of

CHRISTMAS, NEW YEAR, VALENTINE and EASTER CARDS

We haven't advertised the fact until we had the experience of a few of the dealers who had it last year. "Compares very favorably with any, and better than most," were the expressions of opinion, and these statements were backed by increased orders.

Will you wait and see this line before you fill right up? Nothing will be a repeat of what you have had nor even look similar, and the line doesn't cater to extreme tastes, but is a popular, at the same time high class line, five and ten cent numbers predominating.

The series is made up in OFFSET PRINTING HAND-COLORED AND STEEL DIE, and there are hundreds of designs.

You know us to be conservative and not given to wild statements and would thank you to wait until you have seen our representative.

Yours very truly,

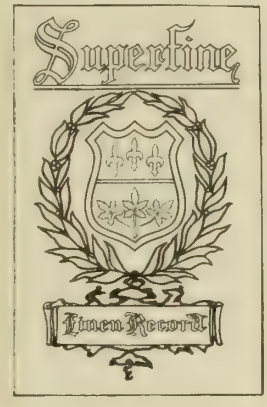
The Valentine & Sons United Pub. Co., Ltd.

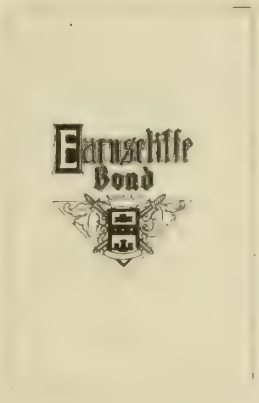
ROLLAND'S STANDARD WRITING TABLETS

These four standard tablets are made with well known High Grade watermarked paper.

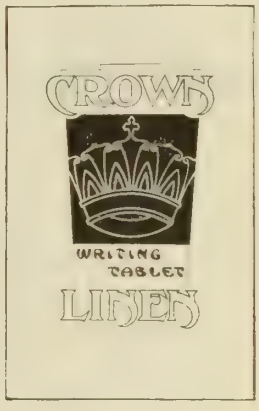
MADE IN CANADA

They are well bound with these attractive covers---and are the basis for steady tablet sales with the right class of customers.









Every stationer knows that Rolland's Superfine Linen Record is the best known and most widely used paper in Canada. But many do not know that it is put up in tablets, note and letter size, and is the ideal tablet for the better class of trade. The Earnscliffe, Empire and Crown (laid) papers are also well known Canadian papers and supply a range in price.

Ask your wholesaler for quotations. We will gladly supply samples on request.

THE ROLLAND PAPER CO., Limited

HIGH GRADE PAPER MAKERS

MONTREAL, P. Q.

A NECESSARY NUISANCE?

THE CLOUD

Sometimes one is **inclined** to think that travellers are really a bother. They come in when you are busy—they interrupt your routine—they interfere with your work. Sometimes they come when everything, it seems, has gone wrong—and you feel disposed to take it out on them. They may want you to come to the Sample Room when it is **most** inconvenient to you. They try to sell you goods that you don't want. In fact, you almost wish they would not come to disturb you.

THE SILVER LINING

But now, are they really a bother? Of course not. One is only **inclined** to feel that way.

They do come when you are busy, but they couldn't come any other time. And they arrange their time to suit you. The Traveller also has his troubles, but he comes to you smiling and good-humored. Tell him some of your difficulties; he has heard of similar trials before, and may have just the suggestion to help you.

He sees what other merchants are doing in other cities and can frequently give you some good pointers that would cost you time, trouble and money to find out.

He brings new goods, new selling ideas, new systems. He opens up new possibilities for you. By all means use him. Cultivate him—gain his confidence, his friendship—it will pay. Give him your suggestions and criticisms of his goods. Take up with him any complaints and smooth them out—you will feel better.

Look at his samples—you don't have to buy—and remember, that if he didn't come to you, you would have to go to him. So, when all is said and done, isn't he really

YOUR BEST BUSINESS FRIEND?

Our Travellers are out—Watch for them

J. H. WALKER	-	Canada (outside Ontario)
C. C. LIVESAY	-	Toronto and Ontario
H. L. GELINAS	-	Junior for Toronto

LUCKETT'S STERLING LINE MADE IN CANADA AND MADE RIGHT LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

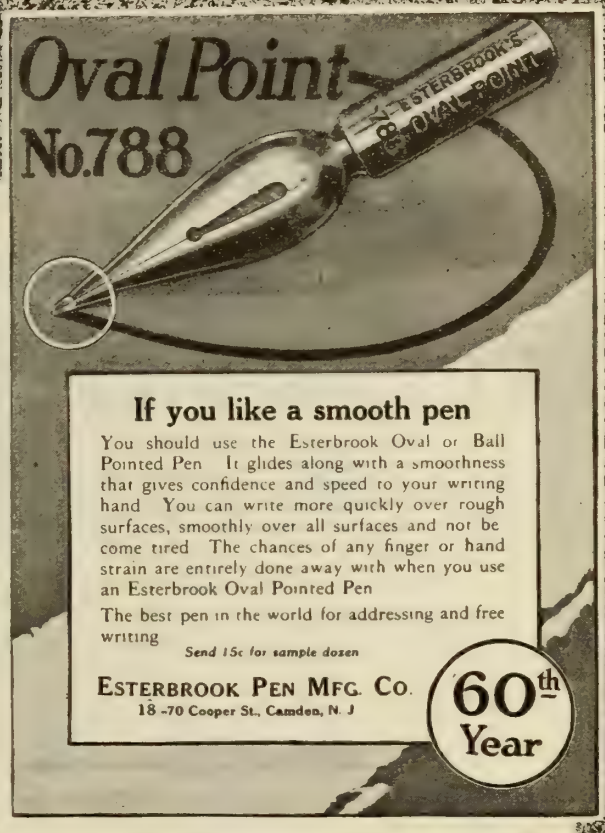
539-543 King St. West, Toronto, Ontario

Customers Are Attracted

by an intelligent interest in their needs. When a pen customer comes in ask him to look thru the

Esterbrook Pen

Counter Display Case and see how easy it is to find exactly the pen best suited to his needs.



This quarter page advertisement will be read by hundreds of thousands whose interest can be cashed into sales and profits for you thru your co-operation.

"If I were a retail stationer, I'd send a clerk with samples of this celebrated Oval Pointed Pen to every large office in town and get orders for boxes." (Ad. man.)

The Esterbrook Counter Display Case helps the customer — saves time — money — counter room and makes selling easy.

60th Year

Esterbrook Pen Mfg. Co.
Camden, N. J.

The Brown Brothers, Limited, Toronto, Canada

Esterbrook Pens "Easiest to sell"

NATIONAL

ECONOMY

YOU can depend on National Blank Books every time. That is why they are the best for you as well as your customers. The National "Eagle Trademark" stands for the best in construction, material, mechanism and service in blank books. The purchase of these qualities represents true economy in blank book buying.

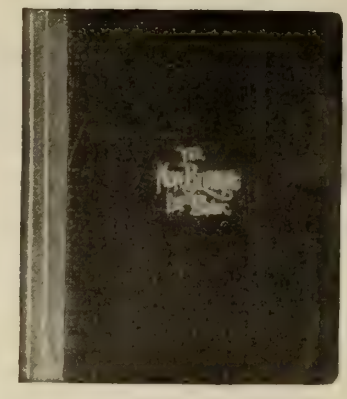
Another point of economy is this: There is a book for every possible purpose included in the National Line, in both Bound Books and Loose Leaf Devices. To put exactly the right book in the right place is good business. A large stock constantly in reserve at the factory, insures quick shipments.

We shall be glad to help you with suggestions for profitable displays of "National" goods. Why not let us help?

NATIONAL BLANK BOOK COMPANY



HOLYOKE, MASS.



Suggest Unification of Office Records

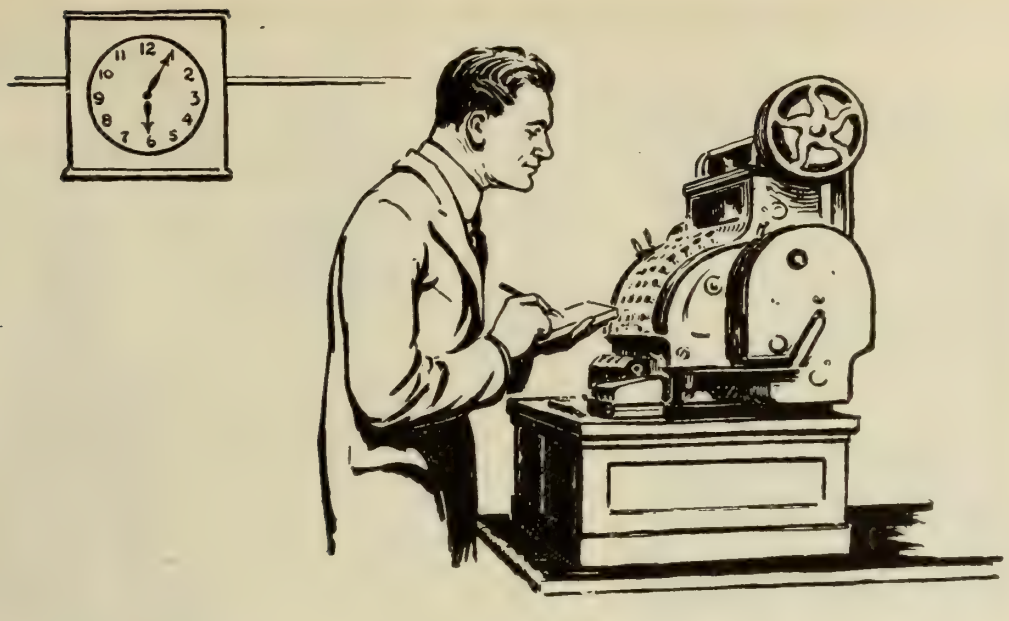
SPECIALIZATION on one make of blank books in supplementing and expanding an office accounting system insures the highest efficiency. Do you suggest this idea to your customers and help them to work it out? It means maximum satisfaction for them, and minimum sales cost for you.

The best and most complete line of Account Books and Loose Leaf Devices made in Canada is that of the Dominion Blank Book Company. It is up-to-date in every particular, in a wide variety of styles and uses. We can also offer you prompt shipment.

Sold only through dealers. May we send you a catalog and quotations on your present requirements?

Dominion Blank Book Co.
Limited
BERTHIERVILLE - QUEBEC





Complete information about the day's business just as soon as you want it

That's what a modern National Cash Register will give you. At closing time a glance at your register will show many things.

1. Total amount of merchandise sold.
2. Total cash received for goods.
3. Amount of your charge sales.
4. Detailed record of cash received on account.
5. Detailed record of cash paid out.
6. Amount of each clerk's sales.
7. Number of customers each clerk waited on.
8. Total number of transactions made during the day.

All these figures are there before you—absolutely accurate and reliable because they have been recorded *by modern machinery.*

You cannot afford to be without the valuable information that an up-to-date National Cash Register will give you.

The National Cash Register Company of Canada Ltd.,
Toronto, Ontario
Offices in all the principal cities of the world

TWO 3rds. PROFIT!



This case with THREE GROSS 5c. CHARACTER CARDS sent carriage paid for $6.50 cash with order.

D. BOYCE

Patentee and Manufacturer

141 Minories, LONDON, E. 1, England

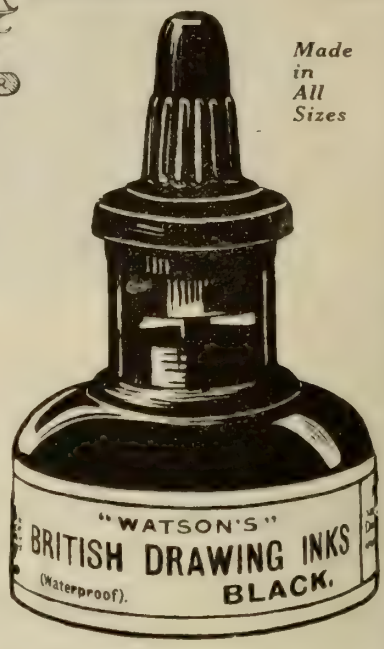
BRITISH Drawing Inks

MANUFACTURED IN 19 COLORS



TRADE MARK

Made in All Sizes



FOR

Draughtsmen
Engineers
Architects
Artists
Schools
etc., etc.
Used in all Government Works,
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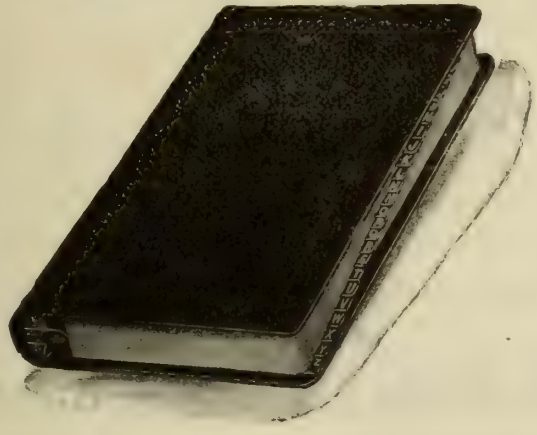
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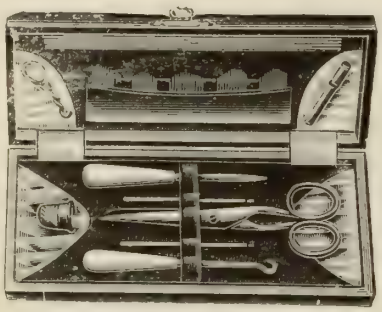
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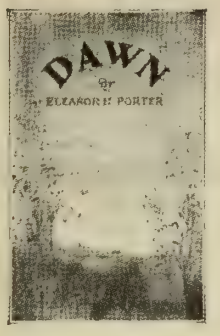
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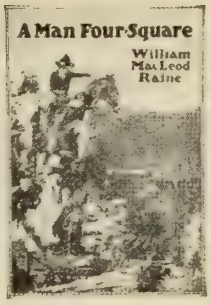
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By Capt. V. W. Page. This book describes the basic principles of aviation, tells how a balloon or dirigible is made and why it floats in the air. Describes how an airplane flies. It shows in detail the different parts of an airplane, what they are and what they do. Describes all types of airplanes and how they differ in construction; as well as detailing the advantages and disadvantages of different types of aircraft. It includes a complete dictionary of aviation terms and clear drawings of leading airplanes. The reader will find simple instructions for unpacking, setting up and rigging airplanes. A full description of airplane control principles is given and methods of flying are discussed at length. This book answers every question one can ask about modern aircraft, their construction and operation. A self educator on aviation without an equal. 275 pages, 130 specially made illustrations with 7 plates. **Price, $2.50**

THE NORMAN W. HENLEY PUBLISHING CO., 2 West 45th Street, New York, U.S.A.

McCLELLAND & STEWART, LIMITED

PUBLISHERS 266-268 King Street West TORONTO

Dept. BS.



SIX SPRING LEADERS

CONNOR

Canada's favorite author in this new novel strikes again the humanly spiritual note that first gave him his great renown and his vast audience. Into it he has, as Major Charles W. Gordon of the Canadian overseas forces, poured his deep, personal emotional experiences of the great war. It is a vivid picture of the development of the refinement of the individual soul given us in the story of Barry Dunbar and coming to the love story which is unfolded, "The Little V.A.D.," is as appealing a heroine as one can recall. This is undoubtedly the best seller for spring, 1919.

The Sky Pilot in No Man's Land, by Ralph Connor $1.50

ARNOLD BENNETT

The new Arnold Bennett novel is his greatest performance. Its hero is George Cannon, son of Hilda Lessways, of the Clayhanger series, but this novel is complete in itself, entirely independent of Bennett's previous novels of the Five Towns. The most brilliant prospects had spread out before the hero and then came the drums of war. The hero had risen to high success from a position of nonentity, always having carried the air of having been born to greatness. The novel closes with the author's characteristic dramatic touch of naturalism.

The Roll Call, by Bennett $1.50

WALPOLE

The "Secret City," which is the title of Hugh Walpole's new novel, is Petrograd, and the time is concurrent with the bursting of the Revolution. Can you think of a subject richer in opportunity for the sort of a novel of action, intrigue, plotting and counter-plotting, mystery, peril? The scene is knit of a multitude each a facet in the weirdest cauldron of history.

"The Secret City," by Walpole $1.60

OPPENHEIM

With an unusual plot even for this versatile English author, "The Curious Quest" with scenes laid in London before the war, can be relied upon to rank up with the best of Oppenheim's previous tales as a best seller. A rich young idler wagers £25,000 with his physician that he could start out on a five pound note and live for a year on what he could earn. The physician had maintained that the young man had no moral stamina. Not the least original part of the story is its most unique denouement.

The Curious Quest, by Oppenheim $1.50

KUMMER

No spy story of the war has been written that exceeds Frederick Arnold Kummer's "The Web." Booksellers should exploit it as a real thriller because that is what it is. The scenes shift repeatedly between England and Germany. This is a story that is most admirable in its development with suspense held to the very last page. Push this as a spy story par excellence!

"The Web," by Kummer $1.50

HOLWORTHY HALL

An "after the war" story is Holworthy Hall's new novel, and it is even better than "Henry of Navarre" and "Pepper" which won him such fame. The new title is "The Man Whom Nobody Knew." The hero, for good reasons, drops out of the world so far as his old friends are concerned. As a man utterly unknown to the community this story tells how he made good in spite of tragic developments which threaten to wreck his success worthily won.

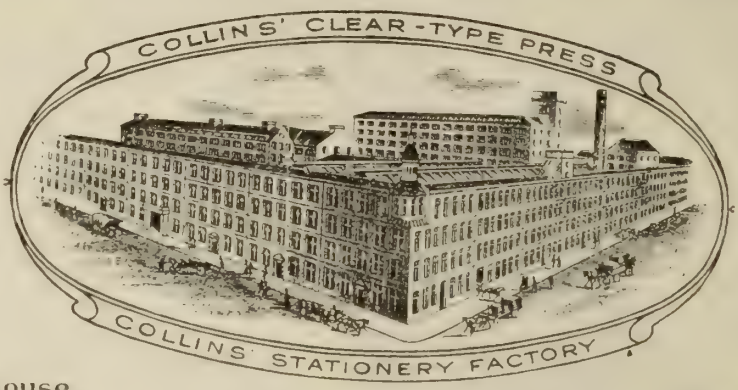
"The Man Nobody Knew," by Holworthy Hall $1.50

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Herriot Hill Works
GLASGOW

To the Canadian Trade

Gentlemen,

The early proximity of peace enables us once more to visit your market, when we hope to resume our long standing and friendly business relations.

The great shortage of raw materials, depletion of staff, and abnormal shipping conditions during the period of the war have now materially improved with market conditions becoming gradually more normal.

While our goods have been absent from your market, we have received a large patronage from Canadians Overseas in this Country, and we trust the popularity of our goods will still meet with their, and your continued support.

Our London Director, Mr. A. B. Glen, who was located in Canada some years ago, will visit the principal Cities during the coming Spring, when due advice of his visit will be forwarded.

With compliments,
We remain,
Respectfully yours,
William Collins Sons & Co., Ltd.

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. MARCH, 1919 No. 3

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A Code of Ethics for the Book Trade

Monthly Record of New Books

New Goods Described and Illustrated

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1919 LEADERS

The Desert of Wheat

By Zane Grey - - $1.50

A thrilling tale woven round the heart of the wheat country, a story of grit and cowardice, of patriotism and treachery—filled with the spirit that makes Zane Grey the well-loved writer he is.

The Fighting Shepherdess

By Caroline Lockhart - $1.50

Here is a real story of the West—tense, gripping with drama, incident, humor. The heroine is a powerful delineation which will rank high in the galleries of distinctive characters of fiction of the West.

The Best Short Stories of 1918

Edited by Edward J. O'Brien $1.60

By general consent, Mr. O'Brien's annual volume has achieved the distinction of a landmark in the literary year, and his fourth collection is thoroughly enjoyable, and interesting as well as distinctive. Uniform with "The Best Stories of 1915, 1916, 1917."

The City of Comrades

By Basil King - - $1.75

Basil King is not afraid of the grim things of life he is too great an artist he pictures life naked and stripped of its sham—yet he has touched all with a spiritual fire.

With unforgettable vividness, they move before you Regina, the girl who dared break her engagement when she knew she couldn't love the man, Lovey, the strange old man with his terrible secret, and a genius for friendship—the man with the power of rebuilding other men, of remarking idle, worthless women, thieves, and a score of people woven into this interesting and ennobling story.

From Sunup to Sundown

By Corra Harris and Faith Harris Leach - $1.50

This story is told in letters exchanged between a mother who runs a big Georgia farm and knows how, and her newly-married daughter who is helping her husband to run his farm and does not know how. These epistles between a clever mother and her equally clever daughter, are full of Nature and human nature.

Many are the passages and remarks which tickle the fancy while one reads, and stick in the memory long afterwards.

The War Story of the C.A.M.C.

By Col. J. G. Adami, M.D., F.R.S., C.A.M.C. - $1.50

An attempt is here made to record the outstanding facts bearing upon the activities of the Canadian Medical Service in such a form that the general reader may realize and become interested in the part played by medicine and surgery in modern warfare, while at the same time the professional reader may be given, as it were, a bird's eye view of the progressive development of military medicine in the great war as exemplified by the work of the C.A.M.C.

The Diary of a Nation

Being Editorials Reprinted from "Life", edited by Edward S. Martin - $1.50

These articles from New York "Life" stand for a type of editorial comment for which there is no parallel in British journalism—unconventional, colloquial, but trenchant and often intensely serious, though appearing in what is nominally a comic paper. There is hardly a page that does not invite quotation.

Four Years in the White North

By Donald B. MacMillan, F.R.G.S. - - - $4.00

The thrills, privations, hardships and wonderful discoveries of the Crocker Land Expedition during four years of exploration in North Greenland are here told. Long journeys across frozen sounds and wind-swept plateaus are described—the intense anxiety felt by the little band of men over the non-arrival of the relief ship the hunting of walrus, caribou and bear. A full account of the scientific work.

How to Draw and Paint

Illustrated, - - - $1.00

A complete hand-book on the whole art of drawing and painting, containing concise instructions in outline, light and shade, perspective, sketching from Nature, figure drawing, artistic anatomy, landscape, marine and portrait painting, the principles of colours applied to painting, etc., etc.

The Cradle of New France

A Story of the City Founded by Champlain,

By A. G. Doughty Clod - $1.50

Illustrated with twelve coloured and seventeen black and white full-page illustrations and map of Quebec in colours.

The MUSSON BOOK COMPANY, Ltd.

PUBLISHERS - TORONTO

The Traveller: His Place in Business

THERE are some men who are peculiarly adapted to the work of representing a house "on the road," but of these the variety of men who achieve varying degrees of success is legion. This naturally leads up to the fact that a certain percentage of them approach, far more nearly than others, the 100 per cent. status of ability.

The book and stationery merchants of Canada are fortunate in the general type of men who call upon them representing the wholesale trade. They are a clean-cut lot of men, and there are some who have been on the road so many years and have formed such close friendships with the men to whom they sell, that it would be a positive hardship for them to have to quit the road. Others there are whose ambition, almost from the outset, has been of a different type, this being in the direction of themselves becoming the executives to preside over the peregrinations of their own travellers. It would seem, from the nature of things, that the firms sending out travellers would be well advised to organize that end of their business with far-sighted vision. The traveller is such an important cog in the machinery of business, that in the natural course of progress from junior to senior traveller the advancement should be such as to make that ultimate position, at the head of the travelling force, that carries with it a relatively proportionate financial compensation.

Many houses have sales managers, and these are almost invariably men who have been successful travellers. The men on the road may, therefore, always look forward to getting a berth of that sort when their experience and demonstrated ability prove them to be entitled to such recognition.

With proper recognition, on the part of the employing concerns, of the importance of the place of the traveller in business, and a painstaking and persistent endeavor, on the part of the traveller, to get out of himself the best that is in him in carrying out his part of the selling game, both can contribute toward greater achievement in building bigger business through this medium of selling. The traveller should be posted with a thorough knowledge of the firm's policies and aims, and be able to intelligently pass on to the retailers the immediate plans and ultimate hopes of the house.

Some salesmen are annoyed by the tone and nature of "pep" letters that are shot at them by arm-chair sales "strategists." Many of these letters are just so much wasted effort, because they fail to take into consideration that the seasoned traveller is a man of business, who is usually all the more keen and observant because of the nature of his calling, and consequently is able to work on his own initiative better than on "unseasoned" suggestions from the home office. On the other hand, where this auxiliary service of keeping the traveller properly posted is intelligently carried out, the traveller will usually be found only too glad to entertain any suggestions and advice that may be offered. The aim of both should be toward the highest possible degree of such co-ordination between traveller and house.

Now as to the retailer and his attitude to the traveller: The retail buyer can make the lot of the traveller a happier one by at all times treating him as a business brother and extending to him the same courtesy that he extends to the people to whom he himself sells goods. He can also make a traveller a better business man by exacting from him a greater degree of constructive help, and by giving a hearing ear to all efforts of that sort by the men on the road.

Heaping abuse on the traveller is apparently a favorite pastime of some merchants. And how they do save it up! Travellers frequently come to know instinctively that when they enter the store of Jones of Jonesville, or Smith of Smithtown, Old Jones or Young Smith, as the case may be, will be sure to fall upon them with a fusillade of fault-finding. Well, that sort of thing, to say the least, is not in the best interests of the merchant himself, because he begins by stroking the traveller's fur the wrong way. If there is a real kick coming, a far better way to register it would be to wait for a more opportune time than to make this kick the dealer's greeting to the traveller. Tact is a requisite for success on the part of travellers in dealing with retailers, but it is also necessary for the retailers to be tactful in their demeanor toward the travelling men, because the traveller is frequently in a position to do the retailer a good turn. In the natural course, whom is he going to select for favorable treatment—the merchant who treats him in a courteous manner or the one who doesn't?

Let it be the aim of every traveller to become a better representative of his house, and to extend his usefulness to the retailer beyond the restricted scope of merely selling him goods. If he can show the way to the dealer to sell more goods the logical sequence is that he will get more orders from the retailer.

Who's Who Among Traveling Men?

TRAVELERS' NUMBER

The work of preparing a Travelers' Number has been heavier than was anticipated and while the response has been most satisfactory, data was still pouring in when we were obliged to close our forms. Consequently, a further grist of news about men on the road, together with additional pictures, will appear in the April Number.

The Editor.

Some Information About Ambassadors of Commerce Who Sell Books, Stationery and Kindred Lines in Canada



ALEX. GILLIES

THE DEAN OF THE ROAD

From the information that BOOKSELLER AND STATIONER has been able to gather, the honor of being accredited the title of the "Dean of the Road" in Canada, so far as the travelers calling upon retail booksellers and stationers are concerned, goes to Alexander Gillies of the Rolland Paper Co., of Montreal, who was interviewed by BOOKSELLER AND STATIONER at the Toronto office of that concern, a few days before his departure on a regular trip through Western Canada. He travels the country from coast to coast

Mr. Gillies was born in 1844 in Glasgow, Scotland, and is therefore in his 75th year, but a glance at his picture appearing in this issue would seem to make "seventy-five years young," the proper term to use.

Alex. Gillies came to Canada when but nine years of age. He has been with Rolland's for the past fourteen years but has been on the road in Canada in the paper and stationery trade since 1865.

Going back in the files of this paper to the issue for January, 1896, reveals a picture of Mr. Gillies taken about twenty-five years ago and he doesn't look a great deal older in the picture shown now, which by the way is from a photograph taken in 1914.

It is interesting to quote the following from the sketch accompanying the picture as shown in 1896:

"Mr. Gillies has been in the paper business for many years and knows it thoroughly. He comes from a family of paper-makers and stationers. He was for thirty years with Buntin & Co., and only joined the Boyd firm in 1895. He is an uncle of James B. Gillies, of the well-known firm of Buntin, Gillies & Co., Hamilton." Then follows reference to his joining the travelling staff of the old firm of Austin and Robertson, and a facetious mention that Mr. Gillies was said to be a grandfather, which the writer was inclined to scout because of his youthful appearance, but for the irrefutable evidence that existed. To-day Mr. Gillies is a great-grandfather! He will have reached the 75th milestone of life on the 9th of next month and his hosts of friends in the trade from coast to coast hope to be able to offer him congratulations on many a succeeding anniversary of his birthday.

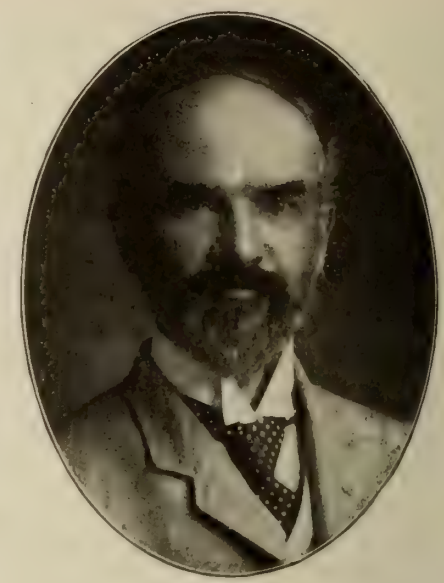
MR. BELL'S FINE RECORD

As regards book travellers, the record for long service in Canada seems to be indisputably held by W. C. Bell, who is now acting as special Canadian representative for several prominent firms of British and American publishers.

Mr. Bell has been on the road selling books for over forty years, and as the years have added to his knowledge of books, making him probably the best posted man in this country on bibliography, so has his place in the esteem and affection of his co-workers in the trade been strengthened with each passing year.

It is interesting to quote here the following paragraph from the issue of May, 1903, of "Books and Notions," which afterward became BOOKSELLER AND STATIONER:

"Probably the best posted and certainly one of the most popular travellers in the book business for the past fifteen years is Mr. W. C. Bell, of C. M. Taylor & Co., who, during two-thirds of that time, has been representing their interests in the East and Maritime Provinces. On Saturday, the 28th ult., he was joined in holy wedlock to Miss Lillian Warne, of Toronto. His fellow employees evinced their warm friendship on the eve of his marriage by presenting him with a handsome secretary. Mr. Taylor presented his pretty bride with a silver tea set in token of the high esteem in which Mr. Bell is held by his employers."



W. C. BELL

The Dean of the Book Travelers



A GROUP OF WELL-KNOWN BOOK TRAVELERS

1—John Henry (Oxford University Press); 2—T. S. Sinnott (Imperial News Co.); 3—Geo. Smithers (Macmillan's); 4—Thomas Langton; 5—E. S. Fowkes (Coop, Clark Co.); 6—Geo. Stewart (McClelland & Stewart); 7—Fred. Sparks (Frederick D. Goodchild); 8—Ronald Wilkinson (Macmillan's); 9—Arthur Smart (Frederick D. Goodchild); 10—T. F. Pike (Longmans, Green & Co.)



J. H. WALKER

Who represents Luckett Loose Leaf, Ltd., for Canada, outside of Ontario, and who also represents the Whiting-Cook Co., Holyoke, Mass.; the Westcott Jewell Co., Seneca Falls, N.Y., and the McKee Glass Co., Jaenette, Pa.



C. C. LIVESAY

Mr. Livesay sells the line of Luckett Loose Leaf, Ltd., to the Ontario trade.



H. L. GELINAS

Who assists Mr. Livesay in caring for the Toronto trade of Luckett Loose Leaf, Toronto.

THE PUSH-PIN PUSHERS

R. G. Underwood, sales manager of the Moore Push Pin Co. of Philadelphia, in an interesting letter in response to a request for a list of their travelers covering Canada writes as follows:

"We have your letter of February 18, and our Canadian traveling men are:

Carroll R. Burkhart, who calls on all of the Canadian trade from London, Ontario, to Halifax, N.S. Mr. Burkhart, while having a name that might be mistaken for a German under some circumstances, is not by any means German. The facts of the case are that he comes from real good English stock and spells his name without the usual German D. Mr. Burkhart has made a great many friends in the territory he covers. He is a fine, young, likable chap who is developing rapidly into one of our best salesmen and during 1918 headed the list for several months.

Howard Magee covers our Western Canadian territory from Winnipeg to Vancouver. Mr. Magee also has a great many friends in Canada among the dealers. He is one of the complacent, phlegmatic, jovial kind of fellows, with a big, round, cheerful face that makes you feel good to look at him. Mr. Magee is a patriotic American of the first order and let us, immediately upon the declaration of war, to do his bit in helping to build ships to lick the Kaiser. Since we have finished that little job, however, he is back helping to keep the smoke coming out of our factory chimney and he is certainly doing it.

The writer is well known to all of the Eastern Canadian trade as he covered it personally for many years and remembers with a great deal of pleasure meeting such men as Mr. Campbell of the W. J. Gage and Company; Mr. Reed of the Copp-Clark Company; Mr. Sinclair of the Warwick Bros. and many other personal friends who are in the wholesale and larger retail trade."



P. G. UNDERWOOD

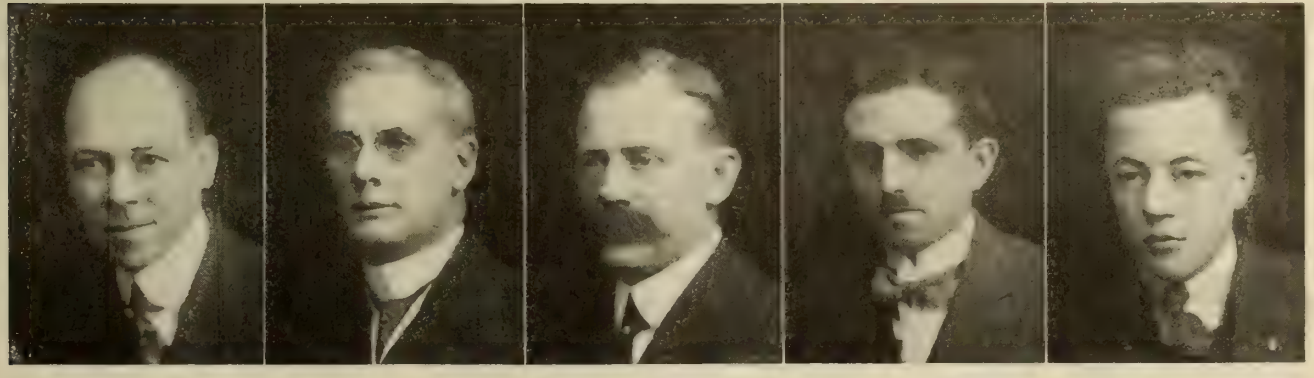
An interesting item in connection with the Travelers' Number is that A. B. Glen, London, director of the house of William Collins, Sons & Co., of Glasgow



CARROLL R. BURKHART

and London, is to visit the principal cities of Canada in the spring. This big Old Country house did an extensive business with Canada before the war, but during the war years their goods have been absent from this market.

The travelling stationery and book men who have been visiting the Maritime Provinces, report sales fair.



WM. J. BRADY, Sales Manager | EDWARD J. BOYD | CHAS. J. CRANFIELD | JOSEPH H. JEFFERIES | NORMAN B. KNOWLES

TRAVELERS FOR McCLELLAND & STEWART, TORONTO.

DIRECTORY OF TRAVELLERS

Men on the Road For Some of the Leading Wholesale Houses

Thomas Allen, Publishers, Toronto:
Melville J. McLean, Coast to Coast.
Thomas Allen, Toronto and Montreal.

American Lead Pencil Co., New York:
Thos. S. McCrea, All of Canada.

William Briggs, Publisher, Toronto:
E. W. Walker, Sales Manager.
R. J. Kennedy, Western Canada and part of the Maritime Provinces.
J. Ferris, Eastern Ontario and sections of Western Canada.
W. J. Young, Ontario.
James Portch, Ontario.

Buntin, Gillies & Co., Hamilton:
W. C. Cunningham, Western and Northern Ontario.
C. P. Rason, Niagara Peninsula and South-Western Ontario.
Geo. E. Peene, Western Canada.
R. G. Elmslie, Eastern Ontario and Grey and Bruce District.
S. M. Scott, Maritime Provinces.
J. F. Neville, Ottawa.
T. B. Little, Montreal.
G. R. Fenwick, Hamilton.
W. G. McAndrew, Jr., Hamilton.
R. L. Mitchell, Hamilton.

The Copp, Clark Co., Toronto:
H. O. Walker, Eastern Ontario.
A. B. Corbett, Northern Ontario.
H. G. Warren, North-Western Ontario.
J. T. Swift, Western Ontario.
H. G. Fairfield, Western Canada.
J. Graham, Western Canada.
W. Dutton Copp, Montreal.
W. J. Fosdick, Maritime Provinces.
J. H. Forman, Ottawa Valley.
E. S. Fowkes, Special Book Salesman.

Luckett Loose Leaf, Ltd., Toronto:
H. L. Gelinas, Toronto (Junior)
C. C. Livesay, Ontario and Toronto.
J. H. Walker, Canada (outside Ontario)

F. D. Goodchild, Publisher, Toronto:
A. Smart, larger centres in Ontario, the Far West and the East.
Fred Sparks, Ontario.
Frederick D. Goodchild, Toronto, Montreal and Ottawa.

S. B. Gundy, Publisher, Toronto:
J. F. Henry, Western Canada.
W. E. Mainprice, Eastern Ontario and Province.
G. F. Thompson, Western Ontario.

A. R. MacDougall & Co., Toronto:
G. McCrimmon, Ontario.
A. R. Haviland, Toronto.
M. D. Otty, Western Canada.
S. J. Huber, Kingston, Ottawa, Quebec Province.
D. A. Mallette, Maritimes, Newfoundland.
B. S. Hulse, Special Representative.

Mabie, Todd & Co., Toronto:
James A. G. Pike, Ontario.
John Scott, Prairie Provinces and Maritime Provinces.
Walter Greaves, British Columbia.

Macmillan Co., Publishers, Toronto:
Hugh S. Eayrs, Resident Gen. Sales Mgr.
Montrose G. Liston, Special Representative.
S. A. P. Clark, General Representative.
A. S. Thomas, General Representative Western Canada and District Representative British Columbia.
E. C. Renouf, District Representative Province Quebec.
H. Dickenson, District Representative Maritime Provinces..
Capt. M. G. MacVicar, District Representative Manitoba and Saskatchewan.
Capt. A. T. Lowes, District Representative Alberta.
George G. Smithers, The West, Montreal and Ottawa.
Ronald H. Wilkinson, Ontario and the Maritimes.

Rumsey & Co., Toronto:
F. P. Maddox, Hamilton and Niagara Peninsula.
J. R. Pyle, Toronto.

(Continued on page 51)



BUNTIN, GILLIES & CO. TRAVELERS

Top, left W. C. Cunningham; right, C. P. Rason. 2nd row, left G. E. Peene; right, R. S. Elmslie. 3rd row, left Roy Fenwick; centre, J. F. Neville; right, W. G. McAndrew. In circle—S. M. Scott.

SOME ROAD VETERANS

There are four travelers on the road for Buntin, Gillies & Co., who follow close upon each other's heels in point of long service. They are W. C. Cunningham, 30 years; C. P. Rason, 29 years; G. E Peene, 28 years, and R. G. Elmslie, 27 years. There's a quartette hard to beat in many other respects besides long service and there is an aspect of these records which should not be overlooked. It is that a house which holds men of their calibre for so many years must be a mighty satisfactory one to be connected with, which only bears out the reputation for square dealing which this old house has with members of the retail trade throughout the Dominion.

Two other travelers have long service records, which might seem venerable in some other houses, but they seem dwarfed by Billy Cunningham's thirty-year showing. They are G. R. Fenwick, 14 years, and W. G. McAndrew, Jr., 12 years. They are both on the staff of city travelers in Hamilton. It is a pleasure for BOOKSELLER AND STATIONER to include these veterans of the road among the pictures shown in the TRAVELER'S NUMBER, together with S. M. Scott, who travels in the Maritimes and J. F. Neville, Ottawa branch manager for the same house.

A Splendid Spirit of Optimism

THE TRADE OUTLOOK

Two prominent members of the retail trade contribute letters to this issue of the trade paper, that will prove highly interesting and full of inspiration for the retail trade.

Wholesalers and Retailers Should Continue to Think Good Business, Talk Good Business and Work For Good Business For 1919

THAT a great measure of good has been accomplished by the sane and healthy-toned letters from representative members of the trade, wholesale and retail, in the January and February issues of BOOKSELLER AND STATIONER, is shown by the confidence in the 1919 trade outlook, which they have materially helped to inspire, an influence that the traveling salesmen, particularly, have felt in their early canvassing of the trade for 1919 business. This will be further accentuated to a high degree by the sound, optimistic letters which follow:

Toronto, February 11, 1919

Editor, BOOKSELLER & STATIONER:

I should like to congratulate BOOKSELLER AND STATIONER on the splendid spirit of optimism found in the January number. "As a man thinketh so is he," is not only good Scripture, but sound sense, and, generally speaking, if 1919 proves to be a prosperous year for the book and stationery trade, it will be because the wholesaler and the retailer alike think good business, talk good business, and work intelligently for good business.

In 1914, after war broke out, for some months it seemed as though the bottom had dropped out of everything; that never again would we be able to resume the development of our natural resources or the building up of large industries, because foreign capital would not be available, and we had supposed that without this foreign capital we could make no progress. Canada was thrown absolutely on her own resources; and how splendidly she responded!

Why should not a people be optimistic who, during the war period, subscribed to their own Government's loans to the amount of $1,680,621,300.00. The interest on this huge sum will be paid to our own citizens and spent in this country.

Already there is the beginning of a very large export business, and connections have been and are being formed which will mean great things for Canada's future trade. Moreover, Canada is a food-producing country, and the nations of Europe are clamoring for food.

All this must have its general effect upon the book and stationery business, but what concerns us most intimately at the moment is the immediate outlook for our own particular lines. That there will be a gradual readjusting and a reduction in prices is undoubted; I do not anticipate this, however, in the near future for the reason that there is a shortage and there must continue to be a shortage of paper goods throughout the world, and until the shipping of the world is measurably restored and the imports of pulp from Scandinavian countries to America are resumed there can be no material reduction in paper prices.

Wages are high, and under present conditions should not be reduced, and wages are largely the determining factor in the cost of both raw material and finished products.

I believe, therefore, it would be good business to go on buying freely without stocking too far ahead. The man with his order placed will secure first service if shortage comes. If orders are withheld now and rushed in later on, thus



W. P. GUNDY
President of the House of Gage

creating an unnatural demand, there will not be enough paper stock to go around in a few months' time. If this is to be avoided then dealers should continue to buy in a normal way. Any other course may lead to disturbing conditions, unprofitable, if not disastrous to everyone.

I wish to acknowledge, if I may, on behalf of the wholesale booksellers and stationers, the very kindly greetings in your January number from Russell Lang & Co., Winnipeg, who, I am sure, were conveying the good wishes of the retail trade. This kindly spirit is characteristic of booksellers and stationers, wholesale and retail, as I have known them fairly intimately during almost forty years.

W. P. GUNDY, President.
W. J. GAGE & CO., LIMITED.

Soldiers Greater Readers

Editor, Bookseller and Stationer,—One point on which all Canadian publishers will agree is that 1918 was a successful year, even though prices were considerably higher on many popular or standard lines of books. The volume of business was greater, thus proving that the public will pay the necessarily increased list prices of books. But what concerns us is not so much the year that is passed, but the year we have entered upon. As regards prices for 1919—the publisher must get more for his books. Printers and binders are getting much more for their labor and there has been practically no drop in the price of materials, and books cannot be manufactured for nothing, although at the cheap prices prevailing before the war on low priced or standard series the public had been educated to pay a lower price for books than is paid for almost any other line of goods. Some publishers in the United States last year lost many thousands of dollars on the books they sold. One thing is sure, prices will "never again" drop as low as they were in pre-war times and I doubt very much if they will drop at all perceptibly during 1919. My own opinion is that certain lines, such as reprints, will advance still further during the year. I think by Fall we will see a great many books of fiction published at $1.75 or higher and I am quite sure the public will pay the increased prices. I do not think there will be an adverse sale, especially of the books by well known authors—of course in spite of the publishers' feeling with regard to the importance of books it must be admitted that a great many people consider them as luxuries.

As regards business for 1919, the booksellers, especially in Ontario, have had the most successful year's business in their history. Stocks were practically sold out at Christmas time and the country generally has more money to spend than ever before. Again, the returning soldiers will buy more books than they did before going overseas. They have had more leisure time to read, their appetites will be whetted for literature, and as our Canadian boys have rubbed shoulder to shoulder with their British comrades, who are as a rule greater readers than Canadians, is it not probable that increased sales will result? I think so. To sum up, prices will be higher, the public will pay the increased prices and the publishers and booksellers will have a profitable business in 1919.

ERNEST WALKER,
Manager Wholesale Dept.
WILLIAM BRIGGS.

In reply to an enquiry sent out by the editor as to 1919 prospects, G. J. Galloway of the Old Bookstore, Vancouver, B. C., wrote as follows: "You can have just what you want. If you talk blue ruin you will have it or the reverse. It is up to the mouth-piece of the world, the daily and weekly press."

1919 Will Be Best

New Glasgow, N.S., Feb. 3, 1919
Editor BOOKSELLER & STATIONER:

Re your request for a brief message regarding our 1918 holiday trade, may say that business was beyond our expectations. 1917 was good; 1918 was much better, and we propose making 1919 the best of all.

Yours truly,
TORRY'S BOOK STORE,
Per J. B. Torry, Mgr.

West's Outlook Good

Edmonton, Jan. 28. 1919.
Editor BOOKSELLER & STATIONER:

In reply to your request as to trade conditions, I might say personally, that my Christmas and New Year's business was phenomenally good, considering we were right in the worst of the "flu" epidemic in the holiday time. My sales were 35 per cent. better than last year; also the outlook for 1919, I think, is good for trade. The very mild winter we are having is a big saving to the householders in their coal bins, which will throw more money to the merchants. I think the West will develop faster and steadier than heretofore, with better classes of settlers, in fact the outlook is good.

J. D. HUTTON.

RETAIL BOOK PRICES*

Victoria, B.C., February 4, 1919
Editor, Bookseller and Stationer,—

In response to your request for information re our December and Christmas business, I think we with almost every branch of business catering for holiday trade can say that it was far beyond our expectations. While we are not in a position to report it as our best year, many of the local trade, state that it was the best December that they ever had. The one condition that mutilates against a profitable book business is the increased cost of books without a possibility of a proportionate advance in retail prices.

Yours sincerely,
T. N. HIBBEN & CO.

*Why should not the retail booksellers advance their prices in reasonable proportion to wholesale prices?—Editor.

TRIED COMMISSION IDEA

The Granville Stationery Co., of Vancouver, B.C., replying to the editor's enquiry as to whether a commission or bonus was paid to salesmen, stated that they had tried a scheme of allowing 1 per cent. commission on cash sales covering the whole year, but could trace no good results. On the contrary they found that salesmen were prone to neglect small customers in favor of larger buyers.

FOR A TAG WINDOW

A source of considerable profit, very often neglected on account of its apparend insignificance, is the humble but serviceable tag. Stout tags are needed at every season. It is a good plan to fit up a window in such a fashion that the public will at once be made aware that all its wants in this line could be freely supplied. Use a background papered in red, with white lines, to represent a brick wall. In the foreground, on a hand truck, show a trunk, duly tagged and labelled, and timetables strewn on the floor. A large card in the midst of the display could carry this query:

Going to Take a Trip?

Then you will want stout tags for all your luggage—tags that you know won't pull off, but will stick closer than a brother until the trunks arrive at your destination.

We have them—Pick out the kind you desire.

Luggage Labels Pasteboard Tags
Cloth Package Tags
Boxes of Supplies—Tags, Twine and Marker

In front of the card put samples of all the supplies mentioned, with little red ribbons running from the printed sign to the articles themselves, the price of each article being stated on a little card attached to the merchandise.

Retailers After Greeting Card Pirates

A GOOD EXAMPLE TO FOLLOW

The accompanying article discloses a trade evil in the United States which is true of Canada as well in the case of one or two distributing houses. Dealers should support the firms that give the retail trade a square deal. Editor.

Manufacturers Who Want Trade of Retailers Should Not Sell to Canvassers and Direct to Consumers

IN a report of the committee on paper and envelopes to the National Association of Stationers, the following were some of the replies received to the question: "How do you display greeting cards, and what is your method of selling, from samples or display in show case?"

"In original boxes."

"Numbered samples on rack to correspond with numbered boxes."

"Original boxes on counter. The increased business from this method more than offset cards spoiled by handling."

"Samples mounted on card, stock on shelf."

"Original boxes in show case."

Replies to the question as to whether cards of a personal nature for engraving or signature, or cards of a sentimental character were in the greater demand indicated by a large per cent. that the greater call was for cards of a personal character, with his tendency still further on the increase.

Ninety per cent. of the replies indicated that customers preferred die-stamped greeting cards.

The dealers put themselves strongly on record against the practice on the part of some greeting card makers sending samples to canvassers, who, without carrying stock, solicit orders in competition with the retailers, who are in the legitimate trade with stores that entail the payment of rentals, taxes and the other expenses of maintenance. It was the concensus of opinion that such agents could not properly be classed as dealers.

This is a trade evil that is not restricted to the United States. It is, unfortunately, true of Canada as well, and Canadian retail stationers would do well to make it a point to ascertain from the makers or wholesalers, from whom they have been buying, as to whether they condone this trade practice. In that manner they will learn which firms are acting most consistently in the interests of the legitimate retail stationery trade in this country. BOOKSELLER AND STATIONER, by investigation, is convinced that this practice on the part of the distributing houses is carried on by only a very small percentage of concerns who are making a bid for the business of retailers. There are some who do not cater to the retail trade at all. They are at least consistent, and may be absolved from the charge of acting against the best interests of the retailer and still angling for his trade. Such firms should be altogether eliminated from the consideration of the retail dealers.

On this very point the retail stationers, canvassed by the committee of the U. S. association referred to in the foregoing, replied almost unanimously in the affirmative to the question:

"If you are in favor of the manufacturer selling the trade only, would you give such a manufacturer your support over those who sell both the trade and to the agents, or direct to the consumer?"

Canadian dealers should take a similar stand.

NEWS OF THE TRADE

J. G. CLOKE RETIRES

Veteran Hamilton Bookseller and Stationer, After Fifty Years in the Trade, makes Way for His Son

After fifty years in the book, stationery and wall paper business, J. G. Cloke, head of the well-known firm of Cloke & Son, Hamilton, Ont., retired on February 1 from the management of the business. Fred Cloke, who has been associated with his father for twenty-three years, has acquired the entire interest and will continue the business in the same premises and under the same name. J. G. Cloke was one of the veteran booksellers and stationers of Canada as well as one of the most prominent men in the trade. He served efficiently as president of the Booksellers' and Stationers' Association before it was merged with the Retail Merchants' Association.

Fred Cloke, who is now at the helm, has the best wishes of the trade, and BOOKSELLER AND STATIONER can express no kindlier hope than that Fred may be accorded as high a degree of success as that achieved by his father.

Friends of Frank H. Palmer, former Canadian representative for the Eaton, Crane & Pike Co., will be interested to know that he has been appointed manager of stock control at the factory of the company in Pittsfield, Massachusetts. Mr. Palmer's successor as Canadian representative, Mr. Herbert G. Popham, has assumed his new duties after some time spent at the factory.

Among the names of new members of the National Association of Stationers and Manufacturers of the United States, appears the firm of Richardson & Bishop, Winnipeg, Man.

NEW PHONOGRAPH FACTORY

Clayton, Feb. 15.—L. E. Davis & Co. have established a new business in Clayton, located in the Delaney building on Mary street, opposite the Otis Books Lumber Co. They are engaged in turning out phonographs and sewing cabinets. The machines play any style of a record, and the cabinets are finished in a variety of woods.—Brockville "Recorder-Times."

THE JYNX AT WORK

In sporting parlance there is an expressive term that applies to unfortunate experiences of doughty performers who have unlucky streaks. It is the "Jynx." Well, this "Jynx" spirit must have insinuated itself in some manner or other into BOOKSELLER & STATIONER'S composing room. In the Moore Push Pin Co.'s advertisements, on two occasions, a cut was placed upside down. Then, in a letter from the Moore Push Pin Co., appearing with the letters on the trade outlook in the February issue, the date line gives Newark, N.J., instead of Philadelphia, as the home address. In pointing out these errors a subsequent letter from the Moore Push Pin Co. contains this morsel: "We realize that the editor has no cinch and that it is hard to find the printer's devil when you wish to chastise someone."

It transpires that besides lifting the Moore plant bodily from Philadelphia and setting it down in Newark, N.J., the said "printer's devil" simultaneously transplanted the Weldon Roberts Rubber Co.'s factory from Newark to Philadelphia. Some magician, eh, what? Hats off to the printer's devil!

The explanation, of course, is that the two date lines were transposed, and this error was not detected by the overworked eye of the proof-reader.

Profit Calculations

Addition to Cost	*Profit on Selling Price*
5 per cent.	4¾ per cent.
8½ per cent.	7 per cent.
10 per cent.	9 per cent.
12½ per cent.	11⅛ per cent.
15 per cent.	13 per cent.
16 per cent.	14¼ per cent.
17½ per cent.	15 per cent.
20 per cent.	16 2-3 per cent.
25 per cent.	20 per cent.
30 per cent.	23 per cent.
33 1-3 per cent.	25 per cent.
35 per cent.	26 per cent.
37½ per cent.	27¼ per cent.
40 per cent.	28½ per cent.
45 per cent.	31 per cent.
50 per cent.	33 1-3 per cent.
55 per cent.	35½ per cent.
60 per cent.	37½ per cent.
65 per cent.	39½ per cent.
66 2-3 per cent.	40 per cent.
70 per cent.	41 per cent.
75 per cent.	42 2-3 per cent.
80 per cent.	44½ per cent.
85 per cent.	46 per cent.
90 per cent.	47½ per cent.
100 per cent.	50 per cent.

BOOKS AND DRUGS

In an advertisement of the "City Drug Store," Provost, Alberta, chief attention is given to "books and magazines," with special reference to the circulating library conducted in this store. Cameras and talking machines are featured but except in the firm name the drug end of the business sleeps in this advertisement. There is many another such instance in the West, but in many cases the words "drug" and "book" are associated in the name of the store. Thus the Canada Drug and Book Co., of Regina, as a notable example.

It is not to be presumed that these drug stores deal in books that are drugs on the market!

* * *

Shephard's Bookstore, Paris, Ont., features 1919 wallpapers "Made in Canada for Canadians by Canadians."

* * *

W. R. Turner, in a recent display advertisement, has the words "stationery, drugs, jewelry" following his name, but at the head of the advertisement is "The Bookstore" in big type.

USE OF INK TABLETS

The convenience of ink in tablet form, which was never so strikingly emphasized since writing fluids were manufactured in concentrated form as during the world war, is being more and more appreciated in the return to pursuits of peace as one of the necessities demanded by modern business.

Practically the entire overseas forces were equipped during the struggle with fountain pens; and as bulky bottled ink meant extra space in the soldier's kit, with every possibility of breakage under the stress of hard trench service, with consequent spoilage of kit contents, soldiers were not slow to appreciate the superior advantages afforded by an ink tablet, at all times easily portable, free from breakage under any service, and which by simply adding water made a free flowing, non-clogging ink which neither moulded nor froze regardless of climate conditions.

It merely remained for them to find such tablets in a size just right for a fountain pen filling when required—no more and no less—and that would dissolve readily without leaving a sediment. In fact, an ink that combined the essential qualities of the bottled fluid.

ARE MADE IN CANADA

In a recent issue of BOOKSELLER AND STATIONER, it was stated that no cash boxes were made in Canada but it transpires that there are several Canadians firms making these goods, including E. T. Wright & Co., of Hamilton, who have written BOOKSELLER AND STATIONER that they have been making cash boxes for over thirty years. They make four sizes of cash boxes and three sizes of deed boxes. In justice to Canadian industry BOOKSELLER AND STATIONER is glad to publish this information.

Exclusive Store Uses Small Cards

Show Cards in the Windows a Little Larger and More Easily Read Than Those Used in the Store—Color Scheme of the Cards is Frequently Changed, Although White Cards Are Always Popular

One of a series by R. T. D. EDWARDS

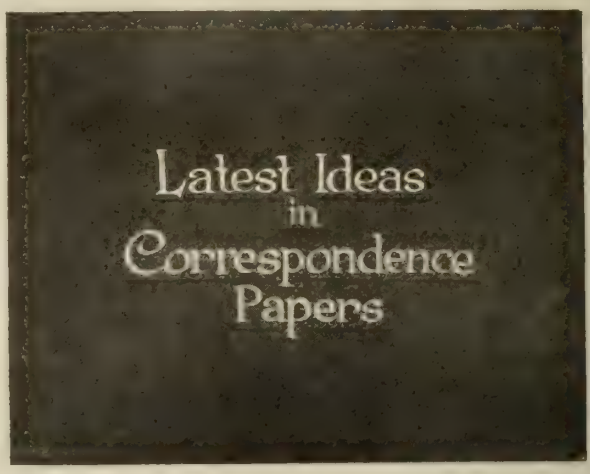
ANYONE interested in showcard writing, whether a card-writer or not, when travelling throughout the American continent will take notice of the particular styles of showcards used in various districts. He will also notice the similarity of the work in one district of various card-writers.

This seems to have been the case especially throughout Canada where card-writing has not been practised as long as on the other side of the line. Here, one good card-writer settles in a district and from him many amateurs copy their style. This is gradually improved upon until the district has a lot of good card-writers, all with much the same style.

Could Be Improved

This condition, while not objectionable, could be improved upon by varying the





How Show Cards Actually Sell Goods

Window Display of Cameras Brought in a Chance Customer By Reason of a $28 Price Ticket on One Camera

IF your window display is going to sell the goods it should sell, there should be plenty of show cards along with the display. You wouldn't tolerate for one moment a clerk who refused to answer any question put to him by the customer; then why allow a display in the window without show cards carrying a full description of the article shown, as to quality, uses, etc.? The use of show cards will increase the number of sales made by the display. All dealers cannot afford to employ an expert show-card writer, but a mighty good show card may be made from cutting out the advertisements that appear in various trade journals and pasting them to card boards.

Then it will be necessary to accompany each article with the retail price. The very first question the average customer asks is: "What is the price?" Because the price did not accompany the display has lost many a sale. Nine times out of every ten it is the price that brings the customer in. The display creates a desire for the article and then if the price is right the sale is made; but should the price not be displayed then the person is just a little bit afraid to enter for fear the price may be too high, and he does not want to be considered a cheapskate. Not long ago I was walking down the main street of an Ohio city and I came to a fine display of kodaks. I had been considering the purchase of a larger kodak, and I saw here displayed the very thing I wanted, but there wasn't a price in the whole window. I didn't go in because nothing embarrasses me more than to price an article and find it higher than I can stand. The following day I was in another city and again I came on to a fine display of cameras, and here I found prices accompanying each camera—the one I wished to purchase was marked $28. I was surprised, for had any one asked me what I thought it would be worth I would have said $40 at least. I made a purchase, and I didn't stop at that either. I bought until my bill was over $40. I cite this just as an example of the pulling power of having the price accompanying the display. Simply because one dealer neglected to add the price, he lost a sale of over $40; while the other man who did appreciate the value of accompanying the article with the price made the sale. Don't forget to add the price to the display.—The National.

ideas comprised in showcards used in other cities with the local style.

With the object of improving the showcards in various localities, we are running this series of showcards explaining the various methods used in large stores throughout Canada and the United States.

This month's article deals with two large stores in Chicago. Their methods of preparing showcards are well worth studying.

The first store which we will consider is one which handles very high class merchandise, a very exclusive store. Not the type that has to advertise bargains to sell its goods, but whose merchandise is so exclusive that very few cards are needed for the display.

The Difference

This is one of the predominating differences between the Canadian and American stores. The better class American stores use showcards sparingly and those they use are very small with small lettering.

The lettering is very neat, but no neater or better than many Canadian card-writers can do. The lettering is kept to the centre of the card, showing plenty of background, and when a price is necessary the figures appear no more conspicuously than the lettering. The work is usually of brush or pen stroke construction.

Now take the Canadian stores, even the most exclusive; you find them using cards of a type that the cheaper Amer-

ican store uses. Large cards with heavy type and often of gaudy colors are common. This class of card is absolutely barred in the type of American store previously mentioned. They are considered vulgar and absolutely out of keeping with their beautifully designed stores and with the beautiful merchandise they sell.

Cards Are Small

Their showcards are small, this lettering is small and price is small. The lines are straight across the card and all layouts are uniform. One type of lettering is used throughout the store and only one. These cards are used exceedingly sparingly and not placed in a too conspicuous place so as to detract from the merchandise display.

White is Popular

White cards are popular, but the color of the cards is changed from time to time. But no matter what color is used it must be uniform throughout the store. The card-writers work slowly and accurately to get uniformity in their work.

At the present time the most exclusive store of the two is using a very pleasing brown mottled card with small white lettering for both windows and interior use. The white lettering is put on with a small brush or music pen which will flow the heavy opaque card-writer's white successfully.

A quarter sheet card (11 in. by 14 in.) is used in the windows and with the most exclusive displays no cards are used at all.

The other Chicago store uses a white card for the interior and vary the styles for the windows.

On the main and second floors of the latter store it is the rule not to use any larger card than 5½ in. by 7 in. The lettering is made with the pen, using a black carbon ink. Both the lettering and price are put on small, but are quite readable.

The Window Cards

The window cards are a little more elaborate at opening times when coloring is used very sparingly. Cards similar to the grey card with black lettering illustrated on this page are used. The edges of this card are sometimes bevelled and gilded. The fancy capital is drawn on white paper and pasted on the card.

The other illustration shows the style used by the store first mentioned. It is a dark brown mottled card with white lettering. This store always has the edges of their good display cards bevelled and gilded.

A GOOD BOOK AD.

H. F. Prevost, of Cowichan, B.C., will probably be surprised at the appearance of his advertisement herewith as reproduced from the original in the Cowichan "Leader." In the newspaper an old book illustration of doubtful vintage was used, and it really lessened the merit of an otherwise good book advertisement. The cut introduced here is more pleasing to the eye, and the advertisement as it stands will doubtless be good enough to be used as a model by other bookstores for newspaper advertisements. Observe the timely reference to gardening books.

A. Jacobson, of the Famous Doll Studios, New York, recently visited Montreal, where the Canadian factory of the Famous Studios is located.

Emily P. Weaver has in preparation a book that will be a record of the Canadian winners of the Victoria Cross in the Great War.

Books that are Bound to interest you are here in profusion. The thrilling tale of adventure, the dainty love story or the latest up-to-date detective fiction are all here waiting to be read.



COME AND CHOOSE

the book you like best. All the prices are considerably under the regular, so you can get good reading at little expense. While here you might take a look at our stationery, too. It's as good and cheap as the books.

As a springtime special we are now showing a large range of gardening books, dealing with everything relating to the garden. They are good. Get one.

30c and 40c

H. F. Prevost, Stationer
COWICHAN, B.C.

Do you like this book ad.?



IN many cases, especially in medium-sized towns, it is a trade practice in Canada to combine the wallpaper business with the book and stationery business. This was the case to a greater extent up to about ten or fifteen years ago than it is to-day, but the majority of booksellers and stationers in such towns still sell wallpaper. Even in recent years some of these merchants who had not previously sold this line have inaugurated wallpaper departments with distinctly successful results.

As F. H. Chapple of Galt said to BOOKSELLER AND STATIONER in the course of an interview, there is no use for any stationer to try wallpaper business without putting in a good big stock and giving the department adequate attention. Mr. Chapple's view was that for a town of 8,000 or 10,000 people the dealer's wallpaper stock should be in the neighborhood of $4,000 to $5,000. At Chapple's the wallpaper department, in fact the whole business is thoroughly systematized, complete records being kept of all sales. The wallpaper sales are each made out in triplicate, one copy going to the customer, one to the office, the third is kept on file in the department. Entries are made each morning in a special book for the purpose, thus registering a complete record of each day's sales.

Another dealer who does a fine business with wallpaper is J. P. Bender, of Kitchener, Ont. He carries a large stock and in the more spacious store occupied since 1917 has far greater opportunity for advantageous stocking and displaying of this line, the stock being carried in large space at the rear of the store. The lines carried are mostly the products of the Canadian wallpaper mills, but Mr. Bender said he found that he could from time to time make profitable purchases from United States makers. On the whole, he found the wallpaper department to be one of the most satisfactory ends of his business.

Sutherland's of Woodstock is another case where wallpaper is an important off-shoot of the book and stationery business. Besides goodly stocks of Canadian-made papers there is a big showing here representing two or three prominent United States wallpaper manufacturing concerns, some especially good values being obtained from a Brooklyn concern and some distinctive papers from a Buffalo wallpaper mill. The space for showing wallpapers here is on the main floor of the store toward the rear. This is found far more advantageous than the plan of taking customers upstairs as is done in so many stores.

"The World and I" is the title of a new volume of poems by Ella Wheeler Wilcox.

Canadian and Jap Toy Industries

WHERE CANADA FELL DOWN

Only a small proportion of the toy factories so flamboyantly floated on the strength of the vaporous optimistic representations by the Government have come through the fires of dire experience. The Editor.

Japanese Exportation Ten Times What It Was a Decade Ago—Cheap Labor a Big Factor

CANADIAN toy dealers are interested in every development in the toy industry, and so are the manufacturers. The following article, dealing with the Japanese toy trade, carries interest for all members of the trade. The record of what Japan has done should not be lost upon present Canadian toy makers and those who contemplate entering this field, and it will be observed that the Japanese are not regardless of the probability of keener competition and a stronger challenge for the world's toy trade on the part of those countries whose production has been tied up by the war.

While Canada now has quite a standing for toy manufacturing, especially in products of wood, there have been a lot of dismal failures among the projects that were floated following the roseate but impractical presentation of the possibilities of toy manufacturing by the Department of Trade and Commerce, under the paternal ministry of the genial Sir George Foster. In fact less than ten per cent. of the "toy factories" then established now exist. There is, of course, satisfaction to be derived from the fact that some of them came through the experimental stage, in spite of the handicap of a form of "Government encouragement" of a sort that was lacking in essential qualities of sound guidance.

It is quite evident that Japanese producers had Government assistance of a more substantial character.

"Four years ago the export of Japanese toys was limited to a few varieties such as dolls, bamboo models and the like." So writes Mr. S. Kamiyama in the "Japan Magazine." He is an authority on the subject of Japanese toys. "A great change has taken place," he continues. "Last year the total value of toys exported from Japan amounted to $4,200,000, and in 1918 will exceed $5,000,000! Thus the 'land of dolls and flowers,' as Japan has been so charmingly called, has been transformed into a country creating playthings of every description for the children of foreign lands as well as for its own. One might have supposed that, owing to the cheapness of labor in Japan, it long ago would have become the largest source of supply for the toy trade; but until the shutting off of the German supply the toy makers of Nippon never attempted seriously to enter foreign markets. Present increase in exportation is due wholly to efforts of Government authorities to find markets for Japanese toys in foreign markets. And only a beginning has been made!

"Officials in the department of foreign trade saw that great possibilities lay in the toy business and stimulated the manufacturers in every possible manner. They supplied samples from all parts of the toy-making world, most of which have been successfully imitated. In addition, the workmanship which is peculiar to Japan has been encouraged and improved. The largest export has been sent to America, amounting in value last year to $1,216,030. Great Britain comes next, taking a total value of $659,462 in 1917. The value of exports to British India and the Straits Settlements was $457,485, and to Australia, $447,664.

"Japanese toy makers have risen to their opportunity with remarkable promptitude and efficiency. In another year they will meet the demands of Western markets which they cannot wholly supply at present. In 1907, the extent of the exportation of toys from Japan was only $394,904; in 1917, as stated above, it exceeded $4,200,000—ten times what it was ten years ago!

"In addition to common toys made of earthenware, wood and cotton, the Japanese now fashion them from rubber, metal and celluloid. They are especially apt in mechanical toys. The story of imports of toys is in reverse order. From a value of $54,406 in 1906, imports decreased to $21,045 in 1916, and the figures for the year 1917, though not yet available, are much less. Japan may regard herself as one of the leading toy countries of the world, and it is a trade that may be expected to continue. In various other lines Japan has also gained a leading place during the war, but whether this prosperity will continue when competition revives is another question. In toys, however, Japan is not likely to have any serious rivals. The toy trade has been created for Japan by the war, but it will not be destroyed by cessation of the war. The reason, as already suggested, is that material and labor are much cheaper in Japan than in any Western country.

"Most wooden toys in Japan are manufactured by hand in the mountain regions of the country, where wood is plentiful and cheap. Individuals or families make them in their houses for the dealers. The chief centres of toys made in factories are Tokio, Osaka, Kyoto, Nagoya and Kanagawa.

"Some complaints have been received as to the comparative frailty of Japanese-made toys. Every attention has been paid to remedying this defect, and in future no such complaints will be justified. Toys are now made in more durable manner and of better materials, with great improvements in designs and finishings. The value of exports in toys sent from the various ports is as follows: Yokohama, $2,307,595; Kobe, $1,349,586; Osaka, $264,514; Nagasaki, $1,171 and others, $250,392.

"Viewing the destination of exports of toys from Japan more in detail it may be said that the largest supplies have gone to the following countries: British India, Straits Settlements, China, Dutch East Indies, Great Britain, France, United States, Canada and the Argentine Republic. Australia, New Zealand, and South Africa have also taken considerable quantities of Japanese toys. It is remarkable how the taste of various countries differ as to the kind of toys. Europeans like best such toys as bamboo flutes, dolls, earthenwares, fans, wooden toys, cotton birds and animals, while the Americans prefer Christmas toys such as birds, baskets, celluloid and paper, toy chairs, furniture suites and wooden dolls. Australia likes flutes, leaf work, glass toys, rubber dolls, toy mirrors, musical instruments. Dutch India imports chiefly such toys as metal leaf ornaments, paper and celluloid goods. India desires clay dolls, animal toys, and South America wants toy umbrellas, lanterns, bamboo models and dolls, while China prefers toy insects, rubber dolls, warships and electric cars."

AN INDIAN TOY

Peter McArthur, Canadian author, who is a regular contributor to the Toronto Globe, had an interesting article in the issue of Feb. 8, on "Indian Work," from which the following is quoted:

"Another thing that this squaw had for sale was a snake woven from basket material. It is about as amusing a toy as the children have had in a long time. As I never happened to see one before I was as much amused as the children, and I think that if this toy could be put on the market in ordinary toy-shops and novelty stores it would make a great hit. The snake, which is only about half an inch in diameter, is woven from basket strips. It has its mouth wide open, and tapers down to a tail that gives it a proper snake-like appearance. If you put your finger in its mouth and pull on the tail it takes hold of your finger so firmly that it cannot be pulled loose. Get anyone to put a finger in the snake's mouth, and he is instantly a prisoner. As long as you pull on the tail the snake hangs on. The little toy is amazingly simple in construction, and I have no doubt that the squaw who was retailing them at five cents each was making more money on them than on the baskets that retail at twenty-five cents. Here is a real made-in-Canada toy that would be bound to be popular if the trade were encouraged. And making the toys would give winter employment to the Indians, now that there is no hunting to engage their attention. They must get tired of the long, idle winters, just like other people."

From Howitzers to Toys

It is interesting to chronicle the development of one part of the British war equipment industry into the peaceful pursuit of the manufacture of toys. The little Kentish town of Dartford will soon be supplying children with all the kinds of toys that the present generation got from Nuremberg.

This enterprise is due to Messrs. Vickers, Limited, the great firm at Barrow-in-Furness, which can supply a battleship or a howitzer, and at Dartford can give you a doll, or a toy model of an aeroplane, for 25 cents.

Messrs. Vickers looked ahead some months ago, and realized that the time would come when the big firms would be required to provide ploughshares rather than swords, and they determined to be early in the field with their peace products.

Old Men and Girls

During wartime the firm's two factories at Joyce Green and Powder-Mill Lane, Dartford, kept 3,000 workers busy on war work, such as shell-filling and woodwork, for Government requirements. When the armistice came they set to work to expand the tiny nucleus of the toy-making business which has been established—by the employment of some men of 50 years old and a handful of girls—in the last twelve months. Much of their machinery was easily adaptable for toy-making, their girl workers could easily be trained to the work, and so the toy-making soon expanded.

Before long, it is hoped, the numbers employed in making toys and other peace-time products will equal the numbers employed on munitions, and will, in fact, consist largely of the same people. About two-thirds of the workers will be women.

TOY MANUFACTURER REPLIES

Toronto, February 12, 1919

Editor, BOOKSELLER & STATIONER:

We notice a letter in the February edition of your journal, signed "Toy Salesman," in which he suggests that all steel construction packages should be in wooden boxes instead of pasteboard.

In Canada we put up Erector, starting at No. 4 size, in wooden boxes, and we think we have solved the dealer's problem of keeping the small boxes intact by putting these out in sealed packages, making the label attractive as well as descriptive.

It would be impossible to put the $1.50 or $3.00 set in a wooden box on account of the present very high cost of wooden boxes, but we might say that we are convinced that in two or three years' time the steel construction toy will receive such recognition as an educational institution that the preponderance of sales will be for the higher-priced sets. Indeed, some of our dealers stocked only No. 4 to No. 8 wooden boxes last year, and, as far as we can make out, with great success.

A. C. GILBERT-MENZIES CO., LTD.

How to Display Office Equipment

THE OBJECT

It must ever be borne in mind that the primary object of every display is to promote sales of the goods. If it doesn't accomplish that object it is a failure, no matter how the display may measure up in the artistic sense.

Whether in Window or on Floor of Store, Displays Should Be Orderly in Arrangement and Should Represent a Definite Plan

THE primary object of the display, is to sell goods—and only in so far as it accomplishes this result, or contributes toward it, is it profitable. It may be attractive—it may be impressive, or it may be artistic—and yet not be productive in the sense that it induces the resolve to buy or at least to investigate.

The display is the silent salesman, and subject to all the so-called laws of selling. To be effective it must attract interest, arouse a desire in the mind of the prospect and lead up to the point where the salesman, relieved of these preliminary steps, enters, to "put it over."

What arrangement of floor display will best accomplish those results will always remain a problem of individual requirements and facilities, and in the quite usual case of limited floor space, inadequate lighting, etc., the problem presents some interesting aspects.

In its relation to the proper display of filing equipment, fireproof safes, bookcases and filing supplies, the writer offers the following suggestions in the hope that they may be of help to others engaged with these problems:

Keeping in mind always that the display is made for the purpose of selling goods, it should present an orderly arrangement and a definite plan.

Since our appeal, in the sale of filing equipment, is to the business man—whose demand is efficiency—we made that appeal strongest when the appearance of the floor display suggests to him order and planning. We are preaching to him of efficiency in his office—if his first impressions of our display bear out this idea, we have accomplished the first step in the sale—if not, we are in the same position as the salesman whose approach is weak.

It is for this reason that a miscellaneous showing of all kinds, styles, types and colors of files, stacked about without regard to order or arrangement, is bad. It distracts and confuses the prospect—he wanders from one to the other without giving the salesman any clear idea of his requirements, and often leaves only to go to competitors to purchase the very thing which could have been sold him had it been presented properly.

A remedy for this difficulty is found in the grouping of the different forms and types of equipment, keeping colors in each group together. For example, if the prospect is interested in uprights or half-width or full-width horizontal units, he frequently approaches that group and indicates by his remarks and actions which colors or finish will meet his needs and thus obviate the many questions which are at times necessary in order to determine these points.

It has been found that the grouping of the different forms of files in alcoves has many distinct advantages. All these alcoves face so as to present an open front to the store and still form a sort of compartment in which the prospect may be shown the several forms of files without the disturbing influence of seeing the other types of equipment and thus becoming confused as to which will best serve him.

Illustrating this point, if we are talking steel horizontal equipment the prospect can be taken to the steel alcove or group and the selling talk made with a greater degree of attention on his part than if he sees steel and wood equipment of all types and styles about, and thus becomes confused.

One of the bad results of this indiscriminate placing of wood and steel together and the failure to separate the various types of files such as horizontals, uprights, half sections, etc., is that the prospect is very apt to interrupt the sales talk on one type to ask about another to which his attention drifts, and hence the salesman is unable to make a proper presentation of the goods. This applies particularly in the case of wood and steel, for in order to answer in a helpful way the frequent question as to which is best, it is necessary that the relative merits of each be made clear to the prospect, whose attention must be held, and everything possible must be done to hold that attention during the time required.—Globe-Wernicke "Doings."

BATTLESHIP BOYS

In the "Battleship Boys" series of the house of Henry Altemus has just come "The Battleship Boys on Sky Patrol," by Frank Gee Patchin. Among the exploits of Dan and Sam are included participation in the storming of the Mole at Ostend, in the famous raid of the British Navy in that port. There is excitement and adventure a-plenty. This makes eight volumes in this series, and booksellers will do well to suggest to customers the purchase of each title in turn.

Increased Music Sales by 400 Per Cent.

INITIATIVE

In this story of a young woman's success in building up music sales there is an object lesson showing the opportunities for business in the sale of sheet music. Why not conduct a musical smallwares department along with the phonograph and record business?

Record of One Year's Achievement by Young Lady in Hamilton Store

WITH the great impetus to music sales which came in Canada with the popular demand for war songs, in the first years of the war, sheet music won back its old position in book and stationery stores as a good selling line, worthy of close attention and development. This, together with the increase in the phonograph and record business, induced many to add other lines of musical merchandise, including the musical smallwares, piano rolls, and other specialties. Articles have from time to time appeared in these columns dealing with instances of big achievement in building up sales of phonographs and records, such as the cases of Henderson Bros. of Oshawa, and Chapple's of Galt. Now it is sheet music that comes in for attention and the example of success is given by the G. W. Robinson Co., of Hamilton, where the music department has increased its business within one year by over 400 per cent.

No doubt a great deal of the success of this small department is due to the initiative of the little lady who reigns supreme there. She is Miss Viola Bugg, a very young lady, who came to Hamilton just a little over a year ago, a complete stranger, and without any previous experience of the kind.

"How do I do it?" she repeated, with a bright smile, when asked the question. "Why, I think it is all just a matter of 'making up' with the customers. There are other things necessary, too. I suppose. For instance, one has to adopt methods which will assure the customers that they can always get the pieces they want here.

What to Buy

"First of all, there is a certain amount of music which has a steady sale from year to year. I always keep on hand the books of 'old favorites,' which sell at 15 cents, and the standard folios, which are now 75 cents. Then there is the popular music, which comes often, but does not usually last long. This, in a 15-cent line, and the best selections from the musical comedies at 35 cents are the lines upon which biggest business is done, but the 15-cent line takes the lead. You have to be very careful what you select, or else you are going to have a lot of merchandise to dispose of at a loss."

Miss Bugg pointed out that the new size in 15-cent music pays the best of any, if bought right. The small size saves a good deal in freight charges also. In order to keep on hand the stock which will sell, Miss Bugg keeps in close touch with the "shows," not only those which come to Hamilton, but those which "make a hit" in Toronto; sometimes an especially good number or two from New York shows are carried, for there are times when a New York song hit will reach Hamilton quite a time before the play comes to Canada at all. There is a certain amount of traffic to and from New York, which carries with it news of the theatre and song.

"When I hear of a play or a musical comedy making a particularly good hit in Toronto," said Miss Bugg, "I immediately send for a rather big stock of the leading songs. What counts in those cases is to have the stock here on hand for the people, even after the other stores are liable to have run out of them. Especially is this necessary when word comes that a good play or comedy, by a good company, is booked for Hamilton (that happens sometimes). Then comes the 'making up.' To sell music, you have to be able to talk to people about the shows; you have to show interest in the sources of the various selections, and you have to size up your customer as well, so that you can make suggestions. They must feel at home to come often, and know that they can always procure something which is just what suits them, at any time. Those who have been away on a trip and heard something which attracted them, especially must be assured that you will get it for them, at the earliest opportunity, the songs or selections which they mention.

Music Clientele

"There are different classes of people to cater to in selling music. For instance, at about 4.30 every day, you have to be ready to talk to the Collegiate girls. Boys and young men buy a great deal of music, and you must not be afraid to talk to them. I have secured a good deal of patronage from a school which offers to teach beginners to play rag-time in 20 lessons. To the teachers there I sell from $2.00 to $3.00 worth of that music at a time. Some numbers, which prove especially good teaching numbers, I arrange with the teachers to keep on hand for the pupils.

"Numbers which get torn in handling and those which are rather slow to move (there are always a few of these) are placed on the counter together at 5 for 25 cents. An announcement in the store advertisement always clears these out in less than half a day."

Some stores, which have a gramophone department, are able to co-operate with the music department in playing records from the popular theatrical productions. However, the Robinson store has no department of that kind and so the music counter pays on its own account entirely.

PAPER MAKING IN CANADA

This Country is Second Greatest Producer in the World—Great Strides Forward in High-grade Papers

CANADA is the second largest pulp and paper producing country in the world and is rapidly overtaking the United States, which holds first place.

Paper was first made in Canada at St. Andrews, P.Q., in 1803. In 1865 the first large mill was built, with a daily output of 1½ tons. To-day a modern mill produces from 250 to 300 tons of newsprint in 24 hours.

Canada's pre-eminence as a paper-producing country lies in the possession of hundreds of thousands of acres of pulpwood forests and to conveniently located water-powers.

The combined capital of 91 incorporated companies making paper in Canada is estimated at $200,000,000. The total annual output of the industry exceeds $85,000,000. It employs 25,000 individuals and sent over 3,000 men to the war.

As the greater part of the industry is devoted to producing pulp and pulp papers, it is fairly well known that Canada is taking a leading place in this production, it is not, however, so well known that Canada is producing high-grade papers quite equal to those produced anywhere.

A few years ago the percentage of Canadian-made papers of this class used in Canada was small. To-day the reverse is true—and there is also a lively enquiry for Canada's high-grade product for export.

The prosperity of the industry is a good thing for Canada as a whole, and a good thing for paper consumers.

Another new edition of Bishop's "Winged Warfare' was published in February.

Arnold Bennett's "The Roll Call" was so well received that a second Canadian edition had to be published within a month of its first appearance.



Books

An Invitation

Canada in Boston--- May 1919

New York City, Feb. 25, 1919

The Nineteenth Annual Convention of the American Booksellers' Association will be held in Boston, Mass., U.S.A., May 13, 14, 15. It will be known as *"The Reconstruction Convention."* It may be judged, therefore, that some earnest work is intended in the direction of reforming, or doing away with certain problems that have affected the book trade of the United States these many years. We certainly hope to accomplish much in this direction.

It may be that Canada has by way of "Reciprocity" taken over some of these problems from us for their very own, and that our troubles may be mutual, which, if true, makes it very likely that the work of the Convention will be of mutual interest and value.

Members of the Canadian Book Trade, both wholesale and retail, are cordially invited to attend this Convention in Boston, where they will be more than welcome, and according to the plans of the Boston Committee of Entertainment a good time is promised to all. The American Book Trade extend hereby greeting to the Canadian Book Trade, and look forward to the "May" meeting with pleasurable anticipation.

Come all who can.

American Booksellers' Association,
225 Fifth Avenue, New York City.
Charles E. Butler, President.

H. Gregory MacGill, although the name does not sound like it, is a woman. Moreover, she is a judge administrating the Juvenile Court at Vancouver, B.C. She is the author of "How to Conduct Public Meetings in Canada." Mrs. MacGill is a native of Hamilton, and was one of the first woman graduates of Trinity University, Toronto.

Margaret Deland is represented in the season's new books with "Small Things," in which she brings home the inner meaning of war, as well as what the war has left in its wake.

SOLDIERS HAVE ACQUIRED READING HABIT

This is Bound to Have a Great Effect in Stimulating Book Sales After the Boys Are Home Again

RESPONDING to a request from BOOKSELLER AND STATIONER, for something dealing with the war from the viewpoint of its influence on books and reading, A. B. Glen, of William Collins & Sons, publishers, of Glasgow and London, has written the following:

In reviewing the war from a literary point of view, the profession of arms has greatly stimulated and developed the reading habits of those citizens who joined "to do their bit" and had temporarily to abandon their everyday life and work.

The making of a soldier, and a necessarily highly trained fighting unit, out of the average man, is not an undertaking which can be carried out without long and arduous training, with consequent leisure time and the opportunity of indulging and developing one's hobbies and inclinations.

Most training camps, usually located some considerable distance from the nearest town, present few opportunities of social intercourse, and one's leisure means more than often the solace of a good book, something new, or rubbing shoulders again with an old friend.

While this may truly be said of the embryo soldier during the training stage in Canada or in the many camps located on the south coast of England, it applies equally in France at the rest camps behind the lines.

There is nothing strange in the desire for reading as an antidote to the monotony of the daily task and the uncertainty of the future; all part of a soldier's life.

One of the wonders of the war to publishers in Great Britain has been the unprecedented demand for books. The information and figures supplied by booksellers, whose business it has been to supply the camps, all tell of the large and varied demand, from the highly technical books to the cheap editions of the classics and popular reprints of novels, while with poetry the works of Robert W. Service have been largely in demand. While official figures are not issued from well-known publishers' sales it is no exaggeration to say that millions of books have been sold in Great Britain solely to the fighting forces, Imperial as well as Dominion. The demand has been quite unprecedented, and it can truly be said that literature has been one of the essential industries in connection with the war.

One would assume that, out of those three to four hundred thousand men who journeyed across the seas, and who may, ere long, be home again to build up a still greater Canada, the reading habits they have acquired will remain for all time.

It will soon be apparent, as the year gets older, how much of the above surmise will mature into facts, and a consequent greater demand for books become evident. The present year would seem to be the opportune time to foster and encourage the sale of literature, and incidentally take advantage of what would be a by-product of the Great War.

BEST SELLING BOOKS IN CANADA

Fiction

Four Horsemen of the Apocalypse	Ibanez	118
Daughter of the Land	Porter	98
Cow Puncher	Stead	94
Desert of Wheat	Grey	92
Golden Bough	Gibbs	50
Joan and Peter	Wells	41

Non-Fiction

That's Me All Over, Mable	Streeter	124
Deep Furrows	Moorhouse	84
The Clash	Moore	50
Winged Warfare	Bishop	40
Industry and Humanity	King	30
New Revelations	Doyle	30

BEST SELLERS IN UNITED STATES

(From Baker & Taylor's Bulletin)

1	The Four Horsemen of the Apocalypse	Ibanez
2	Dere Mable	Streeter
3	That's Me All Over, Mable	Streeter
4	A Daughter of the Land	Porter
5	Shavings	Lincoln
6	Home Fires in France	Canfield
7	The Magnificent Ambersons,	Tarkington
8	The Amazing Interlude	Rinehart
9	Treat 'Em Rough	Lardner
10	The Winds of Chance	Beach

ADDITIONAL PARTICULARS ABOUT ANY BOOK MENTIONED IN THESE COLUMNS UPON REQUEST TO BOOKSELLER AND STATIONER'S SERVICE DERPARTMENT.

Selling Points About Timely Books

A TIP

When a new novel by a noted author appears, booksellers should feature the same author's previous books as well. Thus, a window of Sir Gilbert Parker's and Ralph Connor's books would now be in order.

A Brief Digest of the Outstanding Features of Many of the New Books and Some Older Titles

WILD YOUTH

"Wild Youth and Another" is the title of Sir Gilbert Parker's new book containing two stories, of which the better is "Wild Youth." The other is "Jordan is a Hard Road."

In "Wild Youth" the story chiefly concerns just three people—one a satyr-like old man with Mormon propensities; his immature child-like wife, Louise, and Orlando Guise, who is the first good-looking man Louise has ever met.

These two have their romance, and in spite of the suspicions of the vicious old man, which suspicions he magnifies in his own murky mind as certainties, their idyl is unsullied by the slightest touch of evil. Nevertheless, the first crossing of swift, eager glances does awaken within them the fire of "wild youth" below the surface.

As the story unwinds itself, a protector of Louise appears in the person of Li Choo, who turns out to be a Chinaman of the Mandarin class, unfortunately so reduced in circumstances as to become the "washee-washee" on a Western Canadian farm. The instincts of Li Choo rebel at the old Caliban's treatment of his wife, and when he essays to horse-whip her, the Chinaman uses his fingers on "the hairy old gorilla's" throat to good purpose.

The story takes a good grip on the reader, despite the fact that it is open to criticism in its construction and artistry. The touch of the Orient afforded by the part played by the Chinaman may be suggestive of a movie drama, but the spectacle of the long, lean Chinese fingers wreaking their punishment on the vile old man makes an indelible and grimly satisfying impression upon the reader's mind.

In "Jordan is a Hard Road" a reformed highwayman becomes a model citizen and "mine host" of a temperance hotel. His daughter has grown up in complete ignorance of her relation to him, and his one lapse back to crime is justified in his own conscience by his big hearted purpose to leave her safely provided for against the uncertainties of the future.

In selling this new Parker volume, booksellers should put on a selling campaign covering all of his—Sir Gilbert's—books, most of which are available in uniform reprint editions.

STORY OF THE C.A.M.C.

"The Canadian Army Medical Corps, 1914-1915," is the title of a book by Colonel J. G. Adami, M.D., F.A.S., A.D.M.S., which will prove a fascinating story, absorbing to everybody who is interested in the Canadian soldier. It is told with such wealth of incident that there is not one dull page.

There is an introduction by Premier Borden. This book has been published for the Canadian War Records Office. Booksellers will appreciate the fact that this, being an official story, dealing in an interesting manner with a subject close to every Canadian family, is a book that will carry a strong appeal.

THE CHAOS IN EUROPE

Frederick Moore has written an account of the political destruction that has taken place in Russia and elsewhere, and deals with the international policies of America, in his book, "The Chaos in Europe." The author has had a rare experience as a correspondent, qualifying him to a remarkable degree to describe the present military and political situation. His suggestions referring to the future foreign policy of the United States merit the careful attention of leaders of opinion. The book appears with Putnam's imprint. Booksellers may introduce it as a work that provides food for discussion on a question of future significance in world politics, as well as of present interest.

BRITISH STATESMANSHIP

In "Traditions of British Statesmanship," Hon. Arthur D. Elliot has produced a most interesting volume, in which he comments on the passing events during the course of the war, after treating of the general lines of British foreign policy and the growth of ill-feeling between Germany and Britain before the outbreak of war.

The concluding chapter presents a vision of the new era.

This book has just come from Constable's of London. Canadian bookseller's might well give it their attention as a volume that will appeal to the many readers who follow British events closely.

IN ORCHARD GLEN

The fact that Marian Keith's new novel, "In Orchard Glen," expresses the spirit of war-time Canada is one that should be played up by the bookseller in his exploitation of this new book—a book which reflects in a vividly dramatic manner, with good characterization and the accompaniment of whimsical humor, the morale of the warriors of "the home flank."

PLEWMAN'S WAR HISTORY

W. R. Plewman's "My Diary of the Great War," gives a complete history of the Great War told in simple direct language. Written by a Canadian, there is naturally much in this book of special interest to Canadian readers since it concerns the actions of our own Dominion troops. The book has 200 pages and is illustrated, including maps. This book is having a popular sale. Booksellers should keep in mind that its sale will not affect the demand for the more ponderous war histories to follow, but should actually awaken in its readers a more insistent desire to possess the more voluminous books.

BLUE ALOES

Cynthia Ctockley, in "Blue Aloes," which has come from Briggs, tells more stories of a South African Karoo farm. Few writers can so unfailingly summon and materialize the spirit of the weird, mysterious South Africa as can Cynthia Stockley. She is the favored medium through whom the great Dark Continent expresses itself to the rest of the world, and as such her books have a great measure of potentialities for the bookseller who keeps on the look-out for leads to help sales.

HO, FOR TAM!

Tam of "Tam o' the Scoots," Edgar Wallace's book of that title, is an aviator, a canny Scot from the Clyde, and a refreshing personality. The book has just been issued by Small, Maynard & Co., Boston.

Tam's adventures are the real thing; every incident has actually happened on the Western front; Tam himself is drawn from life. His unbounded sense of humor, his dare-devil courage, his astonishing performances against the Hun, his meeting with the American girl who drives an ambulance—a meeting as dramatic as it is unexpected—and what comes of it, all combine to make a story that is unique.

Mr. Wallace's many admirers know what to expect from his gifted men; he surpasses himself in "Tam o' the Scoots."

Booksellers will find this a good title to suggest for the customer who wants a book with lots of dash to it and plenty of laughs.

BEST SHORT STORIES OF 1918

The fourth volume in Edward J. O'Brien's yearly compilation of the best short stories is out. "The Best Short Stories of 1918" is uniform with the other three volumes. It has just been published by Small, Maynard & Co., Boston. This yearly volume has by common consent come to be a landmark of the literary year, and the assured place which it has achieved for itself justifies booksellers in putting extra effort behind the cultivation of sales, in the knowledge that in most cases purchasers of this year's volume will want each successive issue as well.

A New Kipling

This year we are to have a new volume of poems by Kipling. The title, prematurely announced as "Gethsemane Garden," will be "The Years Between."

The volume will include, in addition to all of Mr. Kipling's war poems, a number of pieces which have never been published anywhere. Among the poems included will be "France," which Kipling lovers everywhere have declared to be one of the greatest things that the poet has ever done, standing as one of the truly great tributes to our great sister republic in Europe. Mr. Kipling paid an eloquent tribute to Theodore Roosevelt after the Colonel's recent death. He said: "It is as though Bunyan's Greatheart had died in the midst of his pilgrimage, for he was the greatest proved American of our generation."

As soon as this book comes in, the bookseller should make a good display of all his books; meanwhile if any volumes are out of stock, this lack should be supplied. Every bookshop worthy of the name should be complete on Kipling.

Simonds' War History

Frank H. Simonds, author of Simonds' History of the World War, the first three volumes of which have already been published, is in France attending the Peace Conference to gather material for his newspaper and the two last volumes of his history. He has been decorated by the French Government with the Cross of Chevalier. The history has been translated into Turkish and Armenian and published in those languages, and French and German editions are soon to be brought out by Payot, the French publisher. Considering the prestige of Simonds' war writings in Canada, as throughout the world, all booksellers should be able to do a good business in subscriptions from customers to take all issues of this history as they appear.

Kathleen Norris

In the recently published book, "The Women who Make Our Novels," by Grant M. Overton, the writer concludes his sketch of Kathleen Norris with this comment on her fulfilment and her promise:

"Mrs. Norris is not as yet at the height of her powers, as well as can be judged contemporaneously. It is easy enough to look on the completed work of a writer's life-time and say: 'Nero has reached his apex, here he begins to decline, here he rose again for an hour.' But to estimate the present and relate it tentatively to the future, is very much harder. 'Mother,' was one 'peak' in the graph of Mrs. Norris' powers. 'The Story of Julia Page,' was another and a higher. 'Josselyn's Wife,' recently published, is at least as high. There is every prospect that, in the active and happy years we may hope are ahead of her, Kathleen Norris may excel the impressive novels she has already given us."

"Miss Ferber is going forward. The evidence of it will be found in the stories contained in her latest book, 'Cheerful by Request,' and perhaps particularly in the story in that volume called 'The Gay Old Dog.' At thirty-one, she has her best years—as literary records go—before her. No painstaking appraisal of her work would be wise at this time. In the next two or three years she may overshadow anything she has done so far."—From "The Women Who Make Our Novels," by Grant M. Overton.

Cap'n Jonah's Fortune

James A. Cooper has written another of his delightful "Cape Cod" stories in Cap'n Jonah's Fortune," published by Briggs.

Tired of an adventurous life on the briny deep, Cap'n Jonah came to the Shell Road, to make his home with some relatives he had not seen for years. His troubles began almost from the moment of his arrival and he soon found himself in a swirl of happenings as unusual as they were exciting. He took little Pearly under his wing, made the talkative Cap'n Abe, the storekeeper, his confidant, and concocted a marvelous scheme to outwit those who were treating himself and the girl so unfairly.

A point for booksellers to play up is that many of the quaint characters of the same author's "Cap'n Abe, Storekeeper," appear in this new tale.

Why Von Kluck Lost

In Sir Frederick Maurice's important new book, "Forty Days in 1914," the part played by the British Army in the first battle of the Marne, which has never been appreciated either at home or abroad, is brought to light. General Maurice, in fact, claims that Sir John French caused Von Kluck to begin his retreat several hours before Joffre struck his famous blow on the Marne. The book is illustrated by a number of maps, which show clearly the position of our own and of the German troops at all the critical phases of the operations. The author was himself a member of the "Old Contemptibles."

About Carburetors

With the ever increasing interest in cars number of owners of automobiles and garage workers, the opportunities widen for booksellers to get increased sales of automobile books. One of the latest arrivals is Victor W. Page's "Gasoline and Kerosene Carburetors," published by the Norman W. Henley Co., which comes from their Canadian representatives, McClelland & Stewart. This book is a simple, comprehensive and authoritative treatise for practical men explaining all basic principles pertaining to carburetion, and showing how liquid fuels are vaporized and turned into gas for operating all types of internal combustion engines intended to operate on vapors of gasoline, kerosene, benzol and alcohol. All leading types of carburetors are described in detail, special attention being given to the forms devised to use the cheaper fuels such as kerosene. Carburetion troubles, fuel system troubles, carburetor repairs and installation, electric primers and economizers, hot spot manifolds and all modern carburetor developments are considered in a thorough manner. Methods of adjusting all types of carburetors are fully discussed as well as suggestions for securing maximum fuel economy and obtaining highest engine power.

Occultism

Following up what was said last month about psychical books and the opportunities afforded booksellers for making sales by reason of the great public interest inspired by newspaper publicity given this subject in the daily press, it is interesting to record the arrival of Dean W. R. Harris' "Essays in Occultism, Spiritism and Demonology," which discusses the "Sixth Sense," "The Sense of Orientation," "Bilocation," "Spiritism: Ancient and Modern," "Evocation of the Dead," "Apparitions," etc. These essays represent the result of wide reading and earnest thought on the part of the learned author.

Selling Oppenheim Books

Among the new novels issued this season is a new Oppenheim, "The Curious Quest." Few authors have a larger following than E. Philips Oppenheim, and booksellers will do well to take advantage of this fact not only to sell the new novel to those who have read some or all of his previous works but to push the sale of all Oppenheim's novels, to which end an Oppenheim window would be good business. "The Curious Quest," which McClelland & Stewart published last month, is a tale of London before the war. It is the story of the amazing experiences of Mr. Ernest Bliss, a rich young idler who, when told by his frank physician, Sir James Aldroyd, M.D., that he had no moral stamina, wagered the doctor £25,000 "to a shake of the hand and an honest apology" that he could start out with a five-pound note and live for a year on what he could earn.

Then follows the unique adventures of this temporary impecunious young man in his various employments, which included the task of selling alpha cooking stoves, assistant to a green grocer, and bus driver. He meets an engaging typist who engages his affections, but to her as well as his older friends whom he encountered he remained an enigma until the end of the year. Then—but the denouement of this original and engrossing story must be left to the interested reader to discover. Told in his characteristic manner, this captivating narrative will afford ample entertainment to Mr. Oppenheim's large following.

In April will come Frank Packard's "Further Adventures of Jimmie Dale."

Emerson Hough's new novel entitled "The Web" is to come next month.

James Oliver Curwood's "Nomads of the North" is down for early publication.

In the early summer "Saint's Progress," by John Galsworthy, a novel, is to be published.

NEW AND FORTHCOMING

The U. S. publishing rights for "The Twentieth Plane," by Dr. Watson, have been sold to George W. Jacobs & Co., of Philadelphia.

The new Connor book, "A Sky Pilot in No Man's Land," will be ready by the time this issue of BOOKSELLER & STATIONER reaches the trade.

A new Canadian-made dictionary to retail at 25c comes from McClelland & Stewart, being especially designed for school use and as a convenient volume for the stenographer or the office desk.

THE ODYSSEY OF A TORPEDOED TRAMP

"The Odyssey of a Torpedoed Tramp," published by Constables, is a bright and interesting recital of the journeyings of a tramp steamer during the first two years of the war. The story appears to be intended as a scathing comment upon the laxity of the Government authorities in dealing with the German spy system, and upon their tardiness in supplying merchant shipping with wireless and with guns as a protection against the U-boats. Although the boat is supposed to be a French one and the French Government is in all cases referred to, the characters are essentially English and the criticism appears to be directed in reality at the British authorities. The author evidently would not be disposed to endorse those laudatory statements regarding the efficiency of the British secret service in foiling Hun activities which have been so prominent of late in current literature.

WEE BOOKS

Booksellers will welcome a new book for children of from three to five years of age. This new issue is "The Little Wise Chicken that Knew it All." It is a half-dollar book of remarkably attractive make-up, and has 29 illustrations in color. This is uniform with the other Altemus publications in the "Wee Books for Wee Folks" series.

PENNY OF TOP HILL TRAIL

A mystery story, a rollicking tale of adventure, a romantic recital of love's young dream, a story rich in humorous situations—"Penny of Top Hill Trail" is all that. It is by Belle K. Maniates, author of "Amarilly of Clothes-Line Ally," and booksellers may safely recommend it to the customer who comes in seeking "a rattling good story of the sort that keeps the reader guessing to the end." It has just been issued by the Copp, Clark Co.

THE WEB

Frederic Arnold Kummer, the author of that stirring new book, "The Web," was fortunate in being able to obtain information concerning certain work carried out by the secret service authorities of Great Britain, which work resulted in a great naval victory. One cannot fail to be stirred by the knowledge that the actual combat at sea resulted from the efforts of men and women, enmeshed in a web of romance and intrigue, many thousands of miles removed from the scene of the battle, unseen figures in a drama so astonishing in its nature, so brilliant in its results, that one is again reminded of the old adage that "truth is stranger than fiction." It is a novel, and as such alone it is mighty good stuff, which fact, linked up with its presentation of Britain's fighting at sea, gives it double selling force for booksellers.

JOAN AT HALFWAY

Grace McLeod Rogers, a Canadian author whose home is now in Amherst, N.S., but who was formerly a missionary in India, has written a new novel entitled "Joan at Halfway," of which great things are expected by her publishers. They acclaim it a book that will carry a wide appeal of the same nature as did "Pollyanna." This author achieved a reputation for good literary work with her meritorious book, "Letters From My Home in India." Booksellers will be able to so associate these facts as to pave the way for many sales of "Joan at Halfway."

ANOTHER SHEAF

John Galsworthy has published another volume of his charming and characteristic essays and stories. Its title is "Another Sheaf," and it has just been published by the Copp, Clark Co. It has a particularly timely interest in that it is so largely concerned with questions, material and artistic, of reconstruction; and it has a more special interest for Americans in many of its studies which deal with American standards, intellectual and practical. Among the titles are: "American and Briton," "The Drama in England and America," "Impressions of France," "Balance Sheet of the Soldier-Workman," "The Road," etc

JUNGLE PEACE

When one hears about a book of science and travel there seems to be a natural impulse to shy away from it, but it would be a mistake to do so in the case of "Jungle Peace," published by the Copp, Clark Co., in which William Beebe gives the result of his experiences while in charge of the Tropical Research Station of the New York Zoological Society. It will appeal to the layman as W. K. Hudson or John Burroughs appeals, and to the scientist for its sound observation in a new field. On an earlier trip to South America, Mr. Beebe dug up a square yard of jungle, spread it on the deck of a coastwise steamer, and explored it with a microscope. The results made him wish to go much further. The war and his experience as an aviator intervened; and then, disabled for further air service and longing for the jungle's peace and a chance to carry on his research he returned to Guiana. He writes of islands and adventures on the way and of the mixed human elements of Guiana towns, but chiefly of the jungle. His style has a magic which transforms fact; his record is of a venture in observation new to the annals of science.

Booksellers will appreciate that here is a "different" book that will provide a welcome change to many habitual readers, who always welcome something new, if it's good.

BLIGHT

A book entitled "Blight," by M. Fulton, purports to treat of the ways and customs of London "smart" society. It is typical in its style and matter of that unwholesome fiction which has had a certain vogue in England for some years, and of which it was to have been hoped that the war, with all the heights and depths of character and real emotion it has brought forth from the soul of man, would have rid us forever. Evidently it has not, since here's another.

As a warning of the effect likely to be produced on the minds of its readers, "Blight" is an excellent title for the work. It is true that in several descriptive passages, as in the sharp impressions of London streets or the dream-like scene in Richmond Park, the author shows glimpses of an ability to do better—were he not so anxious to be "smart." But that covert love of indecency, which calls itself "modernism," and which is anathema to all lovers of literature, trails its way over the whole.

It is doubtful whether there exists in Canada a class of reader likely to take an interest in this sort of thing, but the book will probably provide the London suburban shop-girl with many a thrilling moment. The book is published by Duckworth.

THE TUNNEL

"The Tunnel," by Dorothy G. Richardson (Duckworth) is the fourth volume in a series—which is apparently to continue indefinitely—describing the mental development of an English girl named Miriam Henderson. At this stage of her existence Miriam takes an attic room near the Euston Road, London, and becomes secretary-attendant to a dentist, for the munificent salary of a pound a week.

The anxious reader will have some difficulty in finding out what it's all about after that, but we gather that the time has now come for Miriam to pass through the "tunnel" of doubt and despair. Perhaps the size of her salary has something to do with it; in any case she discovers an astonishing number of things to be miserable about, that there cannot possibly be any religion, that men are base and ineffectual and women only half human, that all Nature is cruel, while science and art only serve to accentuate the general wretchedness. After some 300 pages of it, we leave her, in her boarding-house sitting room, still sunk in profound dejection.

There is nothing in the nature of a "story"; the authoress only concerns herself with "moods," "impressions," etc. This jumbled and formless writing is the parallel, in literature, of that school of painting, the exponents of which make a practice of flinging masses of violent color on to the canvas to conceal the fact that they do not know how to draw.

JOYCE KILMER

A notable issue this season is a two-volume set of the works of Joyce Kilmer, including poems, fiction and essays. This popular American writer had such a large following that this appearance of his complete works affords a good opportunity to all booksellers to place many of these sets with their customers.

LUXEMBURG

Ruth Putnam in her book "Luxemburg and Her Neighbors," published by G. P. Putnam & Sons, presents a record of the political fortunes of the present Grand Duchy from the eve of the French revolution to the great War.

Many small independent states have continued to survive in Europe under more or less anomalous conditions in spite of the growth of the larger nations, but Luxemburg has been peculiar in its history. It is, in truth, a land without a country. Its political isolation is a matter of recent date. Through centuries its fate was decided by reasons alien to its own interests. The volume presents the checkered history of this bit of border territory, marked by so many dramatic vicissitudes. This history must be taken into account in connection with the settlement of the future status of Luxemburg. Like Belgium, a victim of the German invasion, Luxemburg has voiced its resolution to remain independent. The refrain of its national song contains the ringing line,—"Prussians we will never be."

TRADITIONS OF BRITISH STATESMANSHIP

This is a volume by the Hon. Arthur D. Elliott, giving a history of British relations with Germany since the time of Waterloo and of the events leading up to the Great War. It contains nothing new in the way of information, but shows clearly that British statesmen, of no matter what party, have throughout been actuated by worthy and disinterested motives, that "the more thoroughly British foreign policy is examined, the better it comes out," and that, "if secret diplomacy is to be abolished, whatever that may mean, our nation will not come off worst in the new Palace of Truth, in which some of our advanced politicians intend to house in the future the foreign secretaries and ambassadors of the world."

It is a volume which will particularly interest the political student and any who may have aspirations to enter the political world. Constables are the publishers.

CREDITS AND COLLECTIONS

In the Shaw Banking series a new issue is "Credits and Collections," a volume of over 260 pages. Ask a score of progressive bank officials the routine they have established for extending and handling credit, and in all probability you will get a score of different replies. Most of these methods will be good, but which are the most practicable? These questions are answered in "Credits and Collections." Here is a volume that covers this important subject from A to Z—the methods to use in establishing the right credit basis and in fortifying your credit policy. Here, too, are plans which 137 bankers are using to insure a profit from handling collections. It must be obvious to booksellers that there is a remarkably wide field for them to work in introducing this practical volume.

STRINGER'S NEW NOVEL

Arthur Stringer's new novel, his twentieth, which is about to begin as a serial in "Hearst's Magazine," will be called "This Light Must Live." It has a Canadian for its hero, and a considerable part of the story is laid along the nearby shores of Lake Erie, though the greater part of the action takes place in New York. The novel, in fact, is both a study of this young Canadian's reactions to the questionable stimuli of that great metropolis and an exposition of how he eventually saved himself from those darker currents of city life which at one time so nearly enmeshed him in tragedy. It is not an adventure story, but one of realism and character-study, somewhat after the lines of Stringer's earlier novel of New York life, "The Silver Poppy." It has a good deal to do with artists and art-circles in New York, as the hero is a young sculptor and one of his reasons for going to New York is to complete a statue of Tecumseh which was to adorn Tecumseh Park in a Western Ontario city—and that city very plainly is Chatham.



WILLIAM MacLEOD RAINE

Author of "A Man Four-Square," an Arizona "bad man" story of excitement and adventure.

BELGIUM

Among the most notable publishing events of the ensuing season will be the appearance of Brand Whitlock's "Belgium," to comprise two large volumes, the set to be published at $7.50.

Brand Whitlock was so big a figure in the tragic occurrences in Belgium at the beginning of the war, and gained such international fame as a true humanitarian, that his voluminous record dealing with that little hero-nation more particularly as the storm-centre of the cataclysmic conflict, will be such a contribution to history that it will naturally find a place in every public library, and should be added to every other library. Booksellers will be well advised to give the coming of this book their earnest attention.

LABOR'S ASPIRATIONS

Norman Angell has chosen an apt title for his new book, "The British Revolution and the American Democracy." Americans are paying the penalty of a long indifference to foreign affairs and now that the U. S. is beset by the problems that Europeans have struggled with there is eagerness to learn the causes. In this book will be found the British situation with regard to labor, its past and present and its aspirations for the future, focussed intelligently and presented with that clarity for which Mr. Angell is famous. Not its least value is that it will serve as a guide for those seeking illumination in the darkness of undoing war legislation; labor unrest; demobilization and suspicious questionings of the old order. The book contains two important appendices: the British Labor Party's Programme and one more radical and less known on this side, the so-called Lansbury-Herald Programme.

Booksellers will find that they can make many sales of this volume by introducing it to the notice of men prominent in labor circles and educationists, as well as men of affairs who are closely following this great subject.

SHOPS AND HOUSES

McClelland & Stewart have put out a new Frank Swinnerton novel entitled "Shops and Houses," which has as its theme the indignation of youth against the instinct of oppression. It is an absorbing story of modern life in an English suburban town, near enough to London to be the home of city men. It is an exquisitely humorous picture of small-town snobbishness.

A black sheep of one of the "first families" has the effrontry to return and set up as a grocer in Beckwith itself! The solution here of the exciting tangle wrought is through love. And even Mr. Swinnerton has never been happier than in his portrayal of Louis Vechantors, of Dorothy and of Veronica—and of the town gossip, Miss Lampe.

This touches such a human note that booksellers should sound it and make it resound to the natural accompaniment of added sales.

HONESTY PLUS

Every young salesman should learn at the outset of his career that honesty and square dealing are the foundations of successful business, but a building which never gets farther than its foundation will not afford much protection or comfort. Good judgment, properly directed activity, sound business methods, and the ability to serve pleasingly, must be coupled with honesty and square dealing if success is to be attained.

Books Banned by Order-in-Council

There has been previous intimation in BOOKSELLER AND STATIONER of books under ban in Canada, but the subject is in the public eye again and this article with list of books banned will prove a helpful guide to the book trade.

Library Shelves Diligently Searched For Obnoxious Titles—List of Volumes Under the Ban For Guidance of Booksellers

IT has transpired that in some cases public libraries have continued to circulate certain books banned by an order-in-council, which took effect at Ottawa last May. One of these books, Myer's "History of Canadian Wealth," has been freely read by patrons of the Toronto Public Library. The explanation is that no notice was received at the library that the book had been banned. Actions have cropped up in the courts of late, and what with press publicity, with lists of all books placed under the ban being given, the different librarians have instituted careful searches, and all the volumes prohibited by the Government have been withdrawn from circulation.

It seems that the blanket ban on all the publications of Charles H. Kerr and Company, of Chicago, was imposed because a postcard named "After War" was sent out by that firm.

H. H. Langton, M.A., librarian of the University of Toronto, has made a survey of his shelves and has found about a dozen works published by Charles H. Kerr and Co., of Chicago.

"What have you done with them? Destroyed them?" asked a newspaper interviewer.

"No, I have just removed them from the shelves, and I will write to Ottawa, asking instructions as to their disposal, for all of them were published before the war; some as far back as 1895. One of them is a presentation volume from the late Prof. Goldwin Smith."

"What are some of the titles of the dozen?"

"A translation of 'Karl Marx on Capital,' Elmar on 'History of Monetary Systems,' Handy's 'Banking System of the World,' and Engel's 'Landmarks of Scientific Socialism.'"

Mr. Langton asserted that he had examined the books and come to the conclusion that they were not propaganda, but rather a compilation of matter in regard to subjects treated.

In regard to the point as to the control of the University Library, he said it was vested in a library committee of the University senate, and books were secured on requisition from the committee or members of the faculty.

Prof. McIver, associate professor of political economy in the University of Toronto, takes the view that the order-in-council is too drastic and has the fatal weakness of failing to grade the Socialistic literature that is harmful and that which is harmless in separate classes. For instance, there is no question that such a leaflet as "The Red Terror in Russia," advocating as it does revolution by force of arms and violence and seizure of property should be suppressed and those who circulate it punished, but literature that aims at industrial and political reforms and changes by purely constitutional means should not be in the same class.

"There will surely be a protest before this order-in-council is enforced as it stands," said Prof. McIver. "The idea that you can suppress that kind of literature is a mistaken one. Prosecution simply gives an added value to the banned works, and makes them more precious in the sight of the followers of such movements. Prosecution of people who circulate literature not of the terrorist type is apt to have the opposite effect to that intended."

He pointed out that at the time the English trades unions were illegal there was far more violence and trouble than when the unions were recognized by law.

For the guidance of booksellers, so that they may not unwillingly violate these orders-in-council, a list of these banned publications is given herewith:

"The Battle of Armageddon," a book published by the International Bible Students' Association.

"Blatter und Bluten," a book published at St. Louis in German.

"Bull," an illustrated New York monthly.

"The Conference of Mennonites," a booklet containing resolutions passed by Mennonites in Kansas in 1917 and printed in German.

"Daily Heavenly Manna and Birthday Record," a tract published by Watch Tower Bible and Tract Society.

"Defeat? The Truth About the Betrayal of Britain," by Arthur Mee and J. Stuart Holden, published in Britain.

"The Fiddlers," by Arthur Mee.

"The Freeman's Journal," of New York.

"Have we given the people of Germany a Fair Deal?" a pamphlet by Gustavus Hillier, published in Indianapolis.

"Hindenburg's Einmarsch in London," a book printed in German at Philadelphia.

"The Parasite," by Arthur Mee and Ben H. Spence.

Pastor Russell's Sermons.

Pearson's Magazine, New York.

"The Vampire of the Continent," a book by Count Ernst zu Reventlow, and published in New York.

"The Vital Issue," a New York weekly.



"War—What For?" a book by George R. Kirkpatrick.

"Why Germany Will Win the War," a pamphlet by George Humphrey, printed in English and distributed by the Solomon News Company of Detroit.

"Zeppelins uber England," a book published in German at New York.

The Additions

Among the additions to the revised list, issued after August 9 last, are the following:

"After War," a postcard issued by Charles H. Kerr and Co., of Chicago.

"Anarchism and Communism," a pamphlet published in the Russian language by parties unknown.

"A Reply to the Press Lies Concerning the Russian Situation," a pamphlet issued by the Alberta Executive of the Socialist Party.

"The Bolshevist Declaration of Rights," a leaflet published anonymously.

Poster bearing the legend in the English language, "Prohibition Dope."

"The Democrat," a daily newspaper printed in Chinese and published in Canton, China.

Two pamphlets printed in Chinese, "Labor" and "The Free Record."

"The Working People," a Russian weekly published at Winnipeg.

Pamphlet by Nicholas Lenine, "Political Parties in Russia," issued by the Socialist Publication Co. in New York.

"The Western Clarion," published weekly in Vancouver by the Socialist Party.

The book entitled "The History of Canadian Wealth," by Gustavus Myers, had previously been banned.

Ottawa's action in amending the orders-in-council re banned publications and associations by providing that the Attorney-General must give his consent and approval to all prosecutions and that the accused shall have the right to be tried by a jury if he chooses, by no means satisfies the Labor forces that have taken up the cause of Charles Watson and Harry Cheesman, and others convicted of political offences.

They Want All Orders-in-Council Repealed

"It is time for a return to Parliamentary Government. We cannot continue to have the knowledge of the Canadian people on world matters, including Russia, filtered through the chief press censor at Ottawa," said A. W. Roebuck, counsel for Watson and Cheesman, as reported in the "Toronto Star."

Library of Automobile Publications

Live Booksellers Realize the Value of Such a Department in Their Bookstores as a Means of Promoting Sales

A GOOD SERVICE PLAN

The idea of having a library of automobile publications in a bookstore is a good one. Customers should be invited to visit it freely. This will naturally promote sales of books and subscriptions for periodicals devoted to motor cars, motorcycles, etc. The Editor.

THERE are in Canada over 200,000 motor cars, and it is, of course, the total, comprising both imported and Canadian-made cars, that is of chief significance in its relationship to the selling of books dealing with the motor car, whether in its capacity of a vehicle of pleasure, business, or the more technical side, as, for instance, books dealing with upkeep and repairs. The following facts, bearing solely upon the automobile industry in Canada, are nevertheless of great importance in this connection, and it will be good business for booksellers to post themselves thoroughly on this whole question.

A preliminary report of the statistics relating to the automobile and other allied industries has been compiled by the Dominion Bureau of Statistics which covers the operations of establishments engaged in the manufacture of

(1) automobiles,

(2) automobile accessories, and

(3) automobile repairs.

The number of establishments classed as manufacturers of automobiles in Canada in 1917 was 11, in automobile accessories 24, and in repair work 497.

The total capital invested in these industries was $35,780,677, apportioned as follows: in automobiles $28,192,858, in accessories $3,155,893, and in repair shops $4,431,926.

The number of persons employed on salaries by sex distribution was 730 males and 174 females in automobile plants, 106 males and 21 females in accessory plants, 250 males and 48 females in auto repair shops and garage, and the total salaries paid were respectively $1,376,692 in automobile plants, $266,147 in plants making accessories, and $334,780 in repair shops.

The number employed on wages in each class and the amount paid in wages were as follows:—

	Number		
	Males	Females	Wages
Automobile plants..	1,852	164	$4 862,779
Accessory plants ..	1,405	122	1,198,596
Repair shops	1,508	34	1,200,958

The value of materials used in manufacturing and repair work in each class was (1) automobiles, $35,585,820; (2) accessories, $3,788,308; and (3) repairs, $1,961,773.

The total value of production and repair work for all classes was $66,077,207, of which automobiles amounted to $54,466,273, accessories to $6,519,868, and repairs to $5,091,066.

Classified according to purpose the numbers of the different classes of cars recorded in the census returns were (1) touring cars, 80,544; (2) runabouts, 5,502; (3) closed cars, 1,165; (4) delivery wagons, 1,231; (5) club roadsters, 561; (6) trucks, 117; and (7) not classified, 556, or a total of 89,676 cars.

Many Tractors Imported

An important contribution to food production was the arrangement made for the distribution of farm tractors at cost to farmers, declares the report of Canada Food Board. The allocation of these by provinces was as follows:

British Columbia	21
Alberta	334
Saskatchewan	382
Manitoba	149
Ontario	203
Quebec	9
New Brunswick	5
Nova Scotia	14
Prince Edward Island	6
	1,123

In addition, fifteen demonstration tractors were distributed to Alberta, Saskatchewan, and Manitoba.

A satisfactory arrangement was made with Henry Ford & Son, Inc., Dearborn, Michigan, for the purchase of 1,000 farm tractors. The price agreed upon was $750 each, f.o.b. Dearborn. One of the conditions of the contract reads:—

"The entire arrangement is contingent upon the Government of Canada distributing these tractors direct to farmers in Canada at the price specified plus freight and with no profit allowed."

Orders were taken from farmers by provincial Departments of Agriculture and forwarded by them to Food Board, thus furnishing to Canadian farmers tractors at cost. This measure assisted greatly in the work of greater production during the spring of 1918. Canadian firms which manufacture tractors were engaged at high pressure on other classes of farm machinery, and their output at that time was not expected to exceed 300 tractors a year. The steps taken, therefore, were necessary to meet the immediate need. A representative of the Board was sent to Detroit to expedite shipments. Twenty-five tractors a day had been arranged for. As Dearborn is a way station, there was a danger of delay and consequent demurrage charges, but it is worth noting that the Board had only to pay $9 car rental on the entire order. With shipments for the East much difficulty was experienced, and it was necessary in almost every instance to trace cars from Dearborn to Detroit through the yards at Windsor to ensure speedy delivery.

Tractors Duty Free

Farm tractors valued at not more than $1,400 each imported by Canada from February 7, 1919, can claim remission of duty, according to an Order in Council passed in January 30, 1919, as follows:

His Excellency the Governor-General in Council, on the recommendation of the Minister of Finance and under the provisions of Section 92 of the Consolidated Revenue and Audit Act, is pleased, from the seventh day of February, 1919, and until otherwise provided for, to grant and doth hereby grant authority for remission and refund of the Customs

Sell More Auto Books

ONE person in every 39 of Canada's population owns a motor car, and this representation is fairly well distributed throughout the whole Dominion; consequently the opportunity for selling of books on automobile subjects is open to the booksellers everywhere throughout Canada, whether in the small towns or the big cities.

When the bookseller applies the information in the accompanying article to his business, and reflects upon the numerous good books that are available dealing with the different aspects of automobile and allied interests, he will appreciate the advisability of developing this end of the book business in the most aggressive manner.

Some booksellers have instituted separate libraries in their stores of volumes coming under this heading, and make a point of keeping this section thoroughly up-to-date, including periodicals as well as books. So interesting is such a department that auto owners, or others interested in the subject, frequently visit this library and thus many sales are developed.

When the whole gamut of such volumes, comprising guide-books, question-and-answer volumes, the many titles relating to operation, upkeep, repairs, as well as books for the garage-owner and those dealing exclusively with motorcycles, trucks, farm tractors, or other cars of a more restricted nature than the regulation touring car or runabout, is taken into consideration, along with the natural growth that each year has shown and that each subsequent year will unfold, the wisdom of booksellers who have begun to specialize in books of this class is amply demonstrated.

In passing let it be said that similar consideration should be given to books on airplane subjects; the immediate future cannot fail to show wonderful developments in that field.

duty on gas or gasolene traction engines for farm purposes valued at not more than fourteen hundred dollars each and repairs therefor when entered at Customs after the seventh day of February, 1919.

In a later issue further facts will be given dealing with the importations of automobiles and motor-cycles, together with something more about the significance of this information in direct relation to the bookselling business.

CANADIAN COPYRIGHT

It is in the interests of the publishers of Canada and, incidentally, the retailers of books and musical publications, that Canada should no longer lag behind in the matter of copyright protection of Canadian publications.

The necessity for this is of course especially vital to the actual creators of literature and musical compositions. The newly formed Authors' and Composers' Association of Canada is working hard to influence the Dominion Government to put through legislation actively co-operating with the Imperial Copyright Act of 1911. The Laurier Government had such a Canadian copyright act in preparation and almost ready for adoption just before it went down to defeat in September, 1911, and since that time nothing has been done. The authors and composers deserve the active assistance of all members of the trades affected, in influencing the federal authorities toward bringing Canada



JOSEPH C. LINCOLN
Author of "Shavings"

into line with the different European nations and the other self-governing Dominions, in the matter of International copyright.

This subject was ably dealt with by John H. Moss, K.C., in an address before the Authors' and Composers' Associations in Toronto. Among those who attended were many representatives of the publishing houses of Canada.

"The Keeper of the Door," by Ethel M. Dell, has been out of print. A new edition is nearly ready.

A new volume of poems is "Golden Stars and Other Verses," by Henry Van Dyke, and the same author has written a new volume of prose uniform with "The Blue Flower." The title is "The Valley of Vision."

A Code of Ethics For the Book Trade

Standard of Practice as Adopted by American Booksellers' Association.

BOOKSELLER & STATIONER is in receipt of "A Code of Ethics for the Book Trade," being a reprint in booklet form of a paper read by Charles E. Butler, president of the American Booksellers' Association, at the 1918 convention. It deals exhaustively with the standard of trade practice for the book trade as proposed by the Board of Trade of the association. This standard of practice is just as applicable to booksellers in Canada as to the trade in the U. S., and it is therefore reprinted herewith:

Standard of Trade Practice

The following questions have been a bone of contention in the book-trade for years, and promise to continue so if we do not take action and decide the right course to pursue. The Board of Trade have considered, at the same time and with the same care, the following important questions, as to whether discounts should or should not be given, and what would be the correct course to pursue in certain cases:

Should college students buy at trade rates and sell other students at a discount? They should not. (Vote unanimous.)

Should college students act as agents for publishers in selling books to students? Yes, if there is no local bookstore. (Vote unanimous.)

Should college bookstores and co-operative stores sell books to students at a discount? It should be discontinued; demoralizing and unfair. (Vote unanimous.)

Should a discount be given to public libraries? Yes. (Vote unanimous.)

What discount shall be given to public libraries? Committee to be appointed to meet Library Association. (Vote unanimous.)

Should philosophical societies, historical societies, and all other societies be given a discount? Yes, if maintained for public use; otherwise, no. Same discount as other libraries. (Vote unanimous.)

Should Sunday School libraries be given discount? Yes, same discount as other libraries.

Should naval ship libraries, army post libraries, state libraries, free libraries, traveling libraries, Government libraries, college libraries, school district libraries, literary school libraries, municipal libraries be given a discount? Yes, if supported by public funds. Same discount as other libraries. (Vote unanimous.)

Should club libraries, law libraries, medical libraries, scientific libraries, private libraries, semi-public, as the mercantile and society library, be given a discount? Yes, if of recognized standing. Same discount as other libraries. (Vote unanimous.)

Should booksellers give up selling to libraries? No. (Vote unanimous.)

Should publishers sell to libraries? No. (Vote unanimous.)

Should jobbers sell to libraries on an equitable commission arrangement with the bookseller? Yes. (Vote unanimous.)

Should the publishers show new books to libraries and take orders, and give said orders to local booksellers, giving commission on the order? Ideal arrangement, if possible. Yes. (Vote unanimous.)

Should a discount be given to stationers who do not keep or sell books? No. (Vote 7 to 2.)

Should exporters, canvassers, Chambers of Commerce be given discounts? Yes. (Vote unanimous.)

Should magazines or newspapers advertising and selling books by mail, but carrying no stock, be given a discount? No. (Vote unanimous.)

Should newspapers, magazines as such, or individuals connected therewith be given a discount? No. (Vote unanimous.)

Should the privilege be given to booksellers to return a certain portion of their new book purchases to publishers? Consider return privilege desirable and just. Yes. (Vote unanimous.)

Should booksellers charge postage? Minimum zone rate. Yes. (Vote unanimous.)

Should publishers advertise postage extra? Minimum zone rate. Yes. (Vote unanimous.)

Should the basic discount to booksellers be 33 1-3 or 40 per cent.? Minimum discount of 33 1-3. (Vote unanimous.)

Should publishers and jobbers solicit consumer's trade, and supply same by mail or express prepaid? Should not be done. (Vote unanimous.)

Continuity of net prices, or "once net always net." Is it desirable and should it prevail? Yes. (Vote unanimous.)

These are likewise vital questions to every member of the trade, and the Board of Trade asks the association to approve as follows:

"The American Booksellers' Association in convention assembled, May 14, 15, 16, 1918, expresses its approval in principle of the standard of trade practice between the publishing, jobbing, bookselling interests and the libraries, as proposed by the Board of Trade, and urge the trade as a whole to endeavor to bring about these reforms to the end that fair and equitable methods of merchandising may prevail."

(The adoption of the resolution was thereupon moved and carried.)

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Dawn, Eleanor H. Porter, $1.50; A Daughter of Two Worlds, Leroy Scott, $1.60; A Man Four-Square, William MacLeod Raine, $1.50; Cornelia, Lucy Fitch Perkins, $1.25; The Duchess of Siona, Ernest Goodwin, $1.60; The Old Gray Homestead, Frances Parkinson Keyes, $1.50; Sniper Jackson, Frederick Sleath, $1.60.

Non-Fiction

Dormitory Days, Arthur Stanwood Pier, $1.35; My German Prisons, Horace Gray Gilliland, $1.50; Prisoners of the U-90, Lieut. Edouard Victor Isaacs, $1.35; War Finance, Clarence W. Barron, $1.50; A Manual of Universal History, Carl Ploetz, $3.00; Field and Study, John Burroughs, $1.50; Goat Feathers, Ellis Parker Butler, 50c; Convention and Revolution in Poetry, Prof. John Livingston, $1.75; The Student's Book of Inspirations, Edward Dickinson, $1.00; Letters of Harry James Smith, $2.00; Ivan Speaks, Thomas Whittenmore, 75c; Theodore Roosevelt, The Logic of His Career, Charles G. Washburn, $1.65.

WILLIAM BRIGGS

Fiction

Dere Bill, Florence Elizabeth Rummers, 75c; The Man from the Clouds, Storer Clouston, $1.50; The Cabin, Blasco Ibanez, $1.50; The Crimson Alibi, Roy Cohen, $1.50; Room No. 3, Anna Katherine Green, $1.50.

Non-Fiction

Claude's Book, Mrs. Kelway-Bamber, $2.00; Who Giveth Us the Victory, Arthur Mee, $1.35.

THE COPP CLARK CO., LIMITED

Fiction

Wild Youth and Another, Sir Gilbert Parker, cloth, $1.50; Penny of Top Hill Trail, Belle K. Maniates, cloth, $1.35.

Non-fiction

Jungle Peace, William Beebe, cloth, $1.75; Another Sheaf, John Galsworthy, cloth, $1.50.

S. B. GUNDY

Non-fiction

Living Bayonets, Lieut. Coningsby Dawson, cloth, $1.25; The Women Who Make Our Novels, Grant M. Overton, cloth, $1.60; Our Poets of To-day, Howard Willard Cook, cloth, $1.60; The Dead Have Never Died, Edward C. Randall, cloth, $1.50.

THOMAS LANGTON

Fiction

The Family, Elinor Glyn, cloth, $1.50; The Wine of Astonishment, Mary Hastings Bradley, cloth, $1.50; Judge of Rogues Harbor, Grace Miller White, cloth, $1.50; The Undefeated, J. C. Snaith, cloth, $1.50; His Wife's Job, Grace Sartwell Mason, cloth, $1.50; The Riddle of the Purple Emperor, Thomas W. Hanshaw, cloth, $1.50; The See Saw, Sophie Kerr, cloth, $1.50; Boston Blackie, Jack Boyle, cloth, $1.50; The Shielding Wing, Will Levington Comfort, cloth, $1.50; The Whirlwind, Edna Worthley Underwood, $1.50.

THE MACMILLAN CO.

Non-Fiction

English Poets, Vol. 5, T. H. Ward, cloth, $1.75; Our National Forests, R. H. D. Boerker, cloth, $1.50; 325 Group Contests, W. J. Cromie, cloth, $1.25; The Pilgrims and Their History, R. G. Usher, $2.00; Highways and By-ways of Florida, C. Johnson, cloth, $2.00; A History of Spain, C. E. Chapman, cloth, $2.00; The War and The Bible, H. G. Enelow, cloth, 60c; The Disabled Soldier, D. C. McMurtie, cloth, $2.00; The Boys' Own Book of Great Inventions, F. L. Darrow, cloth, $2.50; Who's Who, 1919, cloth $10.00; The Coming of the Lord, J. H. Snowden, cloth, $1.75, Viscount Bryce, Essays and Addresses in War Time, cloth, $2.25.

McCLELLAND & STEWART, LTD.

Fiction

The Sky Pilot in No Man's Land, Ralph Connor, $1.50; The Secret City, Hugh Walpole, $1.60; The Avalanche, Gertrude Atherton, $1.35; The Man Nobody Knew, Holworthy Hall, $1.50; The Web, Frederick Arnold Kummer, $1.50; Slippy McGee, Marie Conway Oemler, $1.35.

Non-Fiction

Rules of Order, J. G. Bourinot, $1.00; The Boy Scout Handbook, Canada, Official and Authorized, limp, 50c, cloth, 75c; Among the Canadian Alps, Lawrence J. Burpee, F.R.G.S., $3.50; Where the Buffalo Roamed, E. L. Marsh, $1.25; Eating in Two or Three Languages, Irvin S. Cobb, 60c; This Famishing World, Arthur W. McCann, $2.00; The Worlds and I, Ella Wheeler Wilcox, $3.50; Christ in You, $1.25; With Those Who Wait, Frances Wilson Huard, $1.50; Putnam's Automobile Handbook, N. Clifford Brokaw and Charles A. Starr, $2.00; Joyce Kilmer's Complete Works, two volumes, $5.00.

Juvenile

For Freedom of the Seas, Ralph Henry Barbour, $1.35; The Masters of the Peaks, Joseph A. Altsheler, $1.35; The Lost Hunters, Joseph A. Altsheler, $1.35; The Amateur Mechanic, A. Frederick Collins, $1.10; Running Fox, Elmer Russel Gregor, $1.35.

GEORGE J. McLEOD, LIMITED

Fiction

The Bargain True, Nalbro Bartley, cloth, $1.50; Number Seventeen, Louis Tracy, cloth, $1.50; Twenty-six Clues, Isabel Ostrander, cloth, $1.50; Three Live Ghosts, Frederic S. Isham, cloth, $1.50; The Playground of Satan, Beatrice Baskerville, cloth, $1.50.

THOMAS NELSON & SONS

Non-Fiction

A History of English Literature, Arthur Compton Rickett, M.A., LL.D., cloth, $2.75; Modernism: Its Failure and its Fruits, M. D. Petre, cloth, $1.75; Biological Chemistry, Professor Schryver, cloth, $1.75; Sculpture and the Sculptor's Art, H. H. Stansfield, cloth, $1.75; Switzerland, C. F. Cameron, cloth, $1.75; Rome, Elizabeth O'Neill, cloth, $1.75; Favorite Recitations of Favorite Actors, edited by Percy Cross Standing, cloth, $1.75; How Animals Work, F. Martin Duncan, cloth, $1.75; Water in Nature, W. Coles Finch and Ellison Hawks, cloth, $1.75; The Deliverance of the Captives, Henry Bordeaux, cloth, $1.25; The Victory of Lorraine, Adrien Bertrand, cloth, $1.25; The Human Needs of Labor, B. S. Rowntree, cloth, $1.25; Scientific Amusements, translated from the French by "Tom Tit," adapted by Professor G. C. Knott, cloth, $1.75; Eve in Khaki, Edith M. Barton & Marguerite Cody, cloth, $1.25; History of the War, Volume 21, Buchan, cloth, 85c.

Juvenile

Three Jolly Sailors and Me, Will Owen, cloth, $1.75; Staircase of Stories, edited by Louey Chisholm and Amy Steedman, cloth, $2.75.

Fiction

The Desert of Wheat, Zane Grey, $1.50; The High Flyer, C. B. Kelland, $1.50; The Private Wire to Washington, Harold McGrath, $1.35; Gregg, Fleta Springer, $1.50; Priest and Layman, Ada Carter, $1.50; The Seamless Robe, Ada Carter, $1.50; The Fighting Shepherdess, Caroline Lockhart, $1.50; Best Short Stories of 1918, Edward J. O'Brien, $1.60; Drifting with Brownie, Byers Fletcher, $1.50; Too Fat to Fight, Rex Beach, 75c.

Non-Fiction

Mother Love in Action, Prudence Bradish, $1.35; Keeping Fit All the Way, Walter Camp, $1.55; Recipe Cabinet (in box), Fannie Merritt Farmer, $2.00; How to Draw and Paint, $1.00; The Cradle of New France, A. C. Doughty, $1.50; The Diary of a Nation (Editorials from Life), E. S. Martin, $1.50.

ANNUAL SPRING NUMBER NEXT MONTH

Simple Book-keeping for Merchants

How to Start With Two Books Only—Perfect Record of Transactions Can Be Kept—Position Ascertained at Any Time — Profits Easily Calculated

By C. J. MORRIS

HOW many failures on the part of retailers are attributable to the fact that the victims were not acquainted with the real condition of their affairs until it was too late to seek a remedy? In other words they have failed to keep track of their progress, or lack of progress, by a proper system of bookkeeping and in many instances a business which had in it all the elements of success has thus turned out a dismal failure.

The man who launches out on his own account is in many cases an experienced man in his line; he knows how to buy well and how to show his goods attractively. He treats his customers with courtesy and gives good service, but if he knows nothing of bookkeeping nor makes it his business to find out how to keep a proper record of his transactions so that he can find out periodically exactly how he stands he risks losing all the advantages which his experience and capability in other directions of the business should bring him.

Systems Usually too Complicated

It is not that he is unwilling to take the necessary pains or give the necessary time to it; the trouble usually is that he has very hazy ideas of how books should be kept, and all the systems which profess to make the way easy for him are too complicated to be understood without a personal explanation.

With a view to overcoming this difficulty it is proposed to show in this series of articles how a small merchant can start bookkeeping with two books only and how, with these two books, a perfect record of all his transactions can be kept. It will, further, be demonstrated how, after taking stock, he can, with an hour or two's work, or even less, calculate exactly what his position is, how much he owes, how much is owing to him, and what his profits have been since his last stock-taking period. The keeping of these two books need not involve more than half an hour to an hour's work each day and could probably be carried out at odd moments during the day itself.

Any Queries Will be Answered

It will first be shown how the books should be started by anyone first commencing business and later on details will be given as to how the system can be instituted at any moment by those already in business who may wish to adapt it to their own needs. The possibility of expanding the system will also be dealt with.

As far as possible, technical language will be avoided and explanations given in everyday phraseology. Should, however, any point arise which is not perfectly clear to the reader, or should any problem occur which is not dealt with herein, any query will be gladly answered.

In order to make the system of entering up various transactions as clear as possible, a series of typical happenings in the conduct of a business will be taken and the way in which they should be entered will be explained. This series of transactions will, necessarily, cover only a short period of three or four days and this period will then be dealt with exactly as if it were for a year and a profit and loss account and balance sheet drawn up just as would be the case for the longer period. The principles of the system can be illustrated equally as well with a few entries as with those for a whole year.

Books Required

The first of the two books mentioned is called a Journal or Day-book, in which every money transaction and every case of selling or buying of goods is entered at the time it takes place. This book should be headed and ruled for single column entry thus:

Date		Page in Ledger	$	c

It is a simple account book which can be purchased at any bookseller's. The second book, which is called the Ledger, will be dealt with in the next article.

In addition to these two books we shall require two small memo books, one for entering any orders which may be received (although these can, if necessary, be entered in detail in the day-book) and the other for entering small items paid out for Petty Cash, which are not large enough to make it worth while entering singly in the larger books.

We shall also require a numbered invoice pad, with carbon copy, for goods sent out on credit or taken away and charged up to the customer. Two files will also be necessary, one for filing the carbon copies just referred to and the other for filing invoices of goods received. Either a cash register or some other system of recording the amount of each sale as it is made will also be required.

Making a Start

With the outfit now complete we open our store; having the day-book handy in which to make any necessary entries. purchases, enter Mrs. Jones, of 24 Main St., who gives an order, the details of which we enter in our order book and for which we make out Invoice No. 1, amounting to $5.60.

We now make the first entry in our Journal as follows:

Jan. 1,
Mrs. Jones, 24 Main St.,
Goods as per Invoice No. 1 ..... 5.60

The next item which concerns us is the arrival of some goods from Anderson & Co., value $57.20, on which there are freight charges to pay of $2.75. We therefore make the following entries in the Journal:

Jan. 1,
Goods rec. from Anderson & Co. .. 57.20
Freight paid on " 2.75

The telephone collector calls for $7.50 which we pay, entering same in Journal; and so as each transaction takes place an entry is made recording same in the Journal.

At the end of four days our Journal shows the following record:

JOURNAL

	Date		Page in Ledger		
1.	Jan. 1	—Mr. Jones, 24 Main St., Goods as per Invoice No. 1		5	60
2.	" 1	—Anderson & Co., Goods received	201	57	90
3.	" 1	—Freight paid on goods from Anderson's	307	2	75
4.	" 1	—Paid Telephone Account	307	7	50
5.	" 1	—E. W. Smith, 54 High St. Goods as per Invoice No. 2	8	3	40
6.	" 1	—Mr. Brown, 135 North Ave. Goods as per Invoice No. 3	2	7	20
7.	" 1	—Goods received from Green & Son.....	202	20	65
8.	" 1	—Taken from Till for Petty Cash	307	5	00
9.	" 1	—Mrs. Robinson, 41 South St., Goods as per Invoice No. 4	7	8	32
10.	" 1	—Mrs. Jones, 24 Main St. Goods as per Invoice No. 5	5		75
11.	" 1	—Paid out for Price Cards	307	1	50
12.	" 1	—Amt. of Cash Sales for day	50	52	90
13.	Jan. 2	—Paid into Bank.....	301	62	90
14.	" 2	—J. W. Robinson, 89 Western Ave., Goods as per Invoice No. 6	6	9	30
15.	" 2	—J. W. Robinson, Paid on Account	6	8	00
16.	" 2	—Returned from Mr. Brown, 125 North, Ave., Goods to be Exchanged, Value (Red.)	2	1	40
17.	" 2	—Goods sent in Exchange to Mr. Brown, Invoice No. 7	2	1	70
18.	" 2	—Mrs. Jones, 24 Main St., Invoice No. 8	5	9	35
19.	" 2	—Mrs. Green, 37 King St., Invoice No. 9	4	4	30
20.	" 2	—Mrs. White, 89 Queen St., Invoice No. 10	9	11	15
21.	" 2	—E. W. Smith, Paid on Account	8	3	40
22.	" 2	—Mr. Black, 90 Upper St., Invoice No. 11	1	5	55

23.	"	2—Holden Bros., Ltd., Goods Received	203	74	00
24.	"	2—Sent Cheque to Anderson & Co.	201	56	16
		Discount		1	74
25.	"	2—Paid for String and Paper	307	3	80
26.	"	2—Total Cash Sales for Day	50	78	90
27.	"	2—Short in Till (P. & L.)	302		35
28.	Jan.	3—Paid into Bank	301	85	30
29.	"	3—Drew from Bank for Change	301	50	00
30.	"	3—Drew from Bank for Private Account	301	25	00
31.	"	3—E. W. Smith, 54 High St., Invoice No. 12	8	3	59
32.	"	3—Anderson & Co., Goods Received	201	37	10
33.	"	3—Mrs. Jones, 24 Main St., Paid on Account	5	10	00
34.	"	3—Mrs. White, 89 Queen St. Paid on Account	9	11	00
35.	"	3—Discount	9		15
36.	"	3—H. E. Edwards, 77 Main St., Invoice No. 13	3	7	40
37.	"	3—Universal Supply Co., Goods Received	204	22	30
38.	"	3—Total Cash Sales	50	64	79
39.	"	3—Over in Till	302		35
40.	Jan.	4—Paid into Bank	301	85	79
41.	"	4—Mr. Black, 90 Upper St., Invoice No. 14	1	8	30
42.	"	4—Mr. Black Paid, Cheque	1	10	00
43.	"	4—H. T. Edwards Paid	3	5	00
44.	"	4—Mrs. White, 89 Queen St., Invoice No. 15	9	17	63
45.	"	4—Mrs. Robinson, 41 South St., Invoice No. 16	7	9	38
46.	"	4—Mrs. Robinson Paid Last Account	7	8	32
47.	"	4—Paid Holden Bros., Cheque	203	50	00
48.	"	4—Cash Sales	50	83	70

The vertical lines with which the Journal is ruled are not here shown.

In the next article the method of transferring these items from the Journal to the Ledger will be explained.

(To be Continued)

TRAVELLERS' DIRECTORY

Continued from page 32

R. B. Redditt, Western Ontario.
I. N. Berenson, Eastern Ontario.
J. Bidgood, Northern Ontario.

Warwick Bros. & Rutter, Toronto:
Wm. M. Woods, Western Ontario.
Jas. B. Fraser, Eastern Ontario.
F. W. Barnett, Quebec Province.
H. A. Dawson, Northern Ontario.
Edward Hazen, Maritime Provinces.
Wm. Warwick, Middle West.
Richard T. Lewis, Toronto.
C. C. Pearson, Montreal.
H. B. Gardner, Toronto.
H. P. Lee, Toronto.
J. C. Brown, Northern Ontario.
C. J. B. Wood, Toronto.
W. V. Roberts, Toronto.
R. S. Greenwood, British Columbia and Alberta.

B. Cairns, Rubber Stamps, Toronto:
W. P. Johnson, Toronto.
B. Cairns, Ontario and Quebec.

Moore Push Pin Co., Philadelphia:
R. G. Underwood, Sales Manager; Carroll R. Burkhart, London, Ont., to Halifax, N.S.
Howard Magee, Winnipeg to Vancouver.

J. M. Dent & Son, Publishers, Toronto:
W. A. Gardner, Sales Manager.
Frank Matthews, Far West.
Albert Victor, Middle West.
Duncan T. Hargreaves, Montreal and East.
J. G. Gulliford, Ontario.

Geo. J. McLeod, Ltd., Publishers, Toronto:
J. C. Murrie, Western Canada.
H. R. Hambly, Eastern Canada.

W. E. Coutts, Greeting Card Publisher, Toronto:
W. E. Coutts, Western Canada.
Wm. D'Eye, Ontario.
Walter Begg, Quebec and Maritimes.

Carter's Ink Co., Montreal:
Harry L. Brooks, Ontario, Quebec and Manitoba.
George E. Eaton, Ontario.
Henry W. Johnson, Alberta, British Columbia and Saskatchewan.
R. H. Pardellian, Ontario and Quebec.
Fred L. V. halen, New Brunswick and Nova Scotia.

Eaton, Crane & Pike Co., Pittsfield, Mass.:
Herbert G. Popham, Whole of Canada.

***Up To Date Advertising Co., Canisteo, N.Y. (Rulers):**
W. S. Tuttle, Eastern Canada.
Ernest Wallace, Western Canada.

Elbe File & Binder Co., New York:
Mr. Barnett, New York City.
Mr. Voss, Denver to Coast.

Chas. M. Higgins Co., Brooklyn, N.Y.:
A. N. Davidson, Montreal to Vancouver.
A. C. Helfenstein, Texas to Winnipeg.

Pugh Specialty Co., Toronto:
Wm. Cowan, Toronto City.
J. G. Jessup, Sarnia to Smith's Falls and North.
T. E. Young, Windsor to Quebec City.
J. Ross, Montreal City and Maritime Provinces.
W. A. Crone, Winnipeg to Victoria.
John Bidgood, Northern Ontario.
T. J. Pugh, Special Trips.

Aubrey O. Hurst, Manufacturers' Agent, Toronto:
B. G. Whitelaw, Ottawa, Montreal, Quebec, St. John, Halifax, Moncton and Fredericton and Western Canada.
*Calling on jobbers only.

Boorum & Pease Co., Brooklyn, N.Y.:
H. E. Copeland, Eastern territory, including Quebec.
P. Reitzell, Manitoba, Alberta and Saskatchewan.
W. H. Palmer, British Columbia.

Musson Book Co., Toronto:
Wm. S. Smart, Western Canada.
I. L. Hobden, Eastern Canada.
L. A. Gemmel, Toronto.
W. M. Currer, Western Ontario.
George Clark, Eastern Ontario.

Weldon Roberts Rubber Co., Newark, N.J.:
J. A. Riedell, Eastern Canada.

Rolland Paper Co., Montreal:
R. H. Ecclestone, Sales Manager.
V. T. Haney, Ontario.
Alex Gillies, Coast to Coast.

Valentine & Sons, United Publishing Co., Toronto:
W. Banks, Ontario.
O. Rittenberg, Ontario.
R. H. Paget, Toronto.
J. C. Edy, Winnipeg and the West.
J. B. Blizard, Montreal and the East.

Menzies & Co., Toronto:
E. Howard Baker, Western Canada
Robt. Brownlee, Eastern Canada.
F. J. Venator, Ontario.
J. B. Orr, Toronto.
W. C. Hall, Special Representative.

BRIGGS' TRAVELLERS

It has ever been the practice of the Briggs House to educate its own travellers, encouraging and promoting young men in the establishment who showed special promise. The success of this method has been attested by the considerable number of travellers formerly with Canada's pioneer publishing house holding leading positions with other Canadian houses. Of the five now carrying Briggs' books throughout Canada, with one exception all have been trained in the House.



Ernest W. Walker, head of the sales department, came to the house as a boy twenty-five years ago. He was at first employed in the shipping department, but in a couple of years demonstrated his worth, and was taken into the sales branch Fifteen years ago he was given charge of this section of the business, and since then has established large connections not only among Canadian booksellers, but also among the publishers of the United States and Great Britain.

R. J. Kennedy, who covers the cities of Western Canada, has also come up through the Briggs school, coming to the firm about fifteen years ago, and making his way upward through the shipping department, and one or two other positions until he established himself successfully in the sales department.

John Ferris likewise has been with the firm about sixteen years. For a time he served with the Retail Sales Department and in stock-keeping. Some time later he was given charge of a developing Library Department which he brought forward another stage, and about a year ago was promoted to a position on the the travelling staff.

W. J. Young, the single exception to

Continued on next page

the home-education method, is a graduate of an English business house, coming to Canada in 1907, and soon after entering the Briggs' employ.

James H. V. Portch also entered the Briggs' establishment as a boy of fourteen, and has made progress through practically every department in the house, for a number of years having charge of the firm's shipping. Within the last few months he has been given special charge of library sales.

THIS IS NOT SALESMANSHIP

A woman was heard to remark recently that she had purchased an article from a store at 25c whereas her own stationer had been charging her 45c for the same thing. She immediately thought her dealer had been robbing her. Upon enquiry it was found that the dealer who was selling this article at 25c was losing money. It had been handed out by a clerk who evidently did not know the price of the goods. Not only was he losing money for his employer but his action was placing discredit on a merchant who knew something about his costs and knew what he should get for every article. Salesmanship is often defined as selling products at a profit. It is not salesmanship to hand out an article at 20c less than its proper price.

WHY HE WASN'T PROMOTED

He grumbled. He watched the clock. He was stung by a bad look. He was always behind-hand. He had no iron in his blood. He was willing, but unfitted. He didn't believe in himself. He asked too many questions. His stock excuse was "I forgot." He wasn't ready for the next step. He did not put his heart in his work. He learned nothing from his mistakes. He felt that he was above his position. He was content to be a second-rate man. He ruined his ability



A group showing Jeffery Farnol engaged in a game of croquet at his home in England.

by half doing things. He chose his friends from among his inferiors. He never dared to act on his own judgment. He did not think it worth while to learn how. Familiarity with slipshop methods paralyzed his ideal. He tried to make a bluff take the place of hard work. He thought it was clever to use coarse and profane language. He thought more of amusements than of getting on in the world. He didn't learn that the best of his salary was not in his pay.

OPENING FOR CANADIAN TOYS

According to official information there is an opening for Canadian made toys in China. A report says:

"The Chinese children, in common with those of other races, like toys. China, being an old country, possesses toys only of the most ancient type, very simple, and without mechanical devices. Chinese toys are also crudely designed and made of cheap material, such as mud, bamboo, wood, and paper; therefore they are offered on the market at small prices. In the past, toys were mostly peddled by the poor, and even made and sold by beggars.

"There are certain seasons when toys are in greatest demand, this being no exception to the custom in other countries. The best time for their sale is the New Year holidays. Appropriate toys are also sold for other festal times and seasons.

"German competition has been completely shut out on account of the war, and the extremely high price at which American toys must be sold precludes their purchase by any but the wealthier classes of people. The Spanish industry has made great progress, but would not be able to compete with the industries of other countries under normal conditions. At present Spanish, British, and American toys are found on sale."

H. H. Marshall, bookseller and stationer of Halifax, left for a trip to the West Indies, the middle of February.

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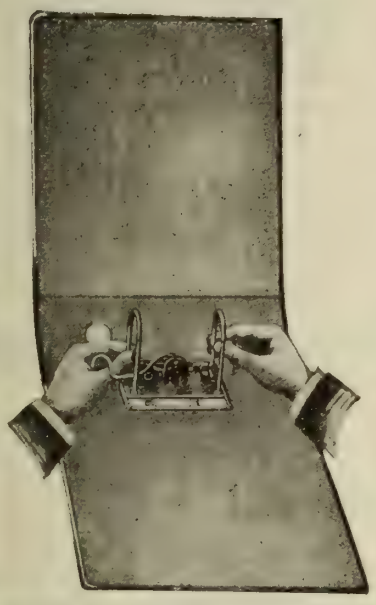
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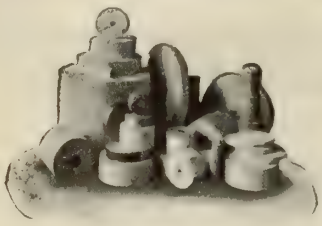
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A NEW CALCULATING MACHINE

The Controller Company, Inc., a corporation organized under the laws of the State of New York, is manufacturing a new calculating machine called "The Controller." The company's factory is at 32 Central avenue, Newark, N.J., and its general offices are temporarily at 32 Broadway, New York, but it is stated they will soon be moved to Newark.

The Controller has several interesting features, a description of which would require a great deal of space. The machine is not bulky, notwithstanding the fact that it has a capacity of 8x9x16 figures. It is portable and occupies small space. A view of this machine, taken from a photograph, is shown herewith.



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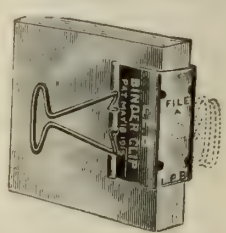
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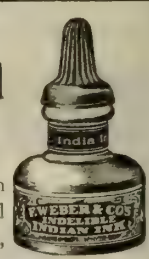


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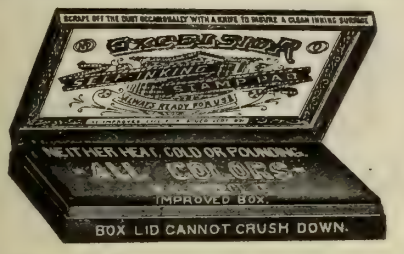
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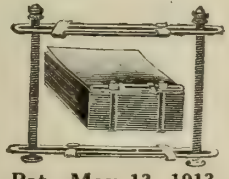


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A Niagara Falls man, Customs Inspector Maurice J. MacMahon, has just received a patent on a remarkably simple but useful device which will prove a boon to the employees of banks or any other institution which has to handle money or sheets of paper.

The device is the MacMahon finger band, and is simply a three-quarter circlet of corrugated rubber fitted on a steel form to fit the end of the thumb or any finger, and takes the place of wetting the finger with tongue or sponge in counting bank notes, sheets of paper, leafing books, etc. Mr. MacMahon got the idea through his aversion to using the sponge in his office, and finally he hit upon the plan of stretching a rubber band around his finger. This suggested that if a bendable steel form could be put inside a band, a device to save health and time could be produced which would be a boon to humanity.

The device may be worn on the finger without inconvenience when one is writing.

A TOY KNITTER

A new toy for girls is "Yankee-duzzit," which is a real construction toy. The ingenious little machine knits a beautiful cord of varying thickness. The production of the cord is in itself most fascinating, but this is only the beginning, for with the cord the child can make and trim dolls' clothing, picture frames, pillow cords, handkerchief and glove cases, and many other articles both useful and ornamental.

It is the invention of Sergeant E. R. Madan, who during the war helped develop gas masks and gas defense material at the Long Island City gas defense plant. He is president of the Yankee Toy Products Corporation, whose office is at 13-15 East 22nd Street, New York.

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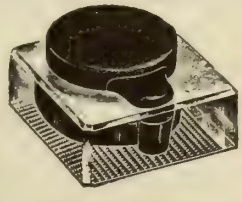
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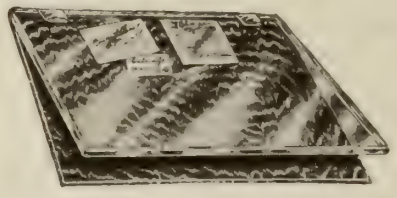
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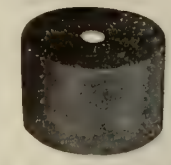
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The accompanying illustration shows the new clip glass desk pad introduced by L. Sainberg, of West Houston street, New York. It is flexible, and covered



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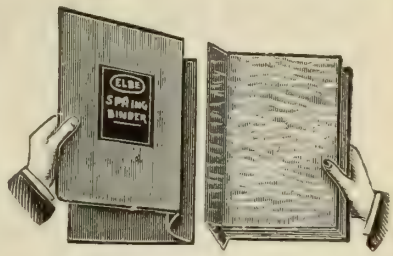
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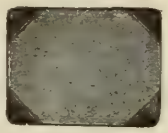
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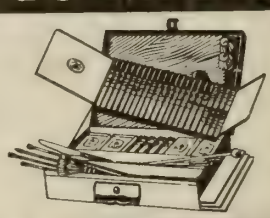
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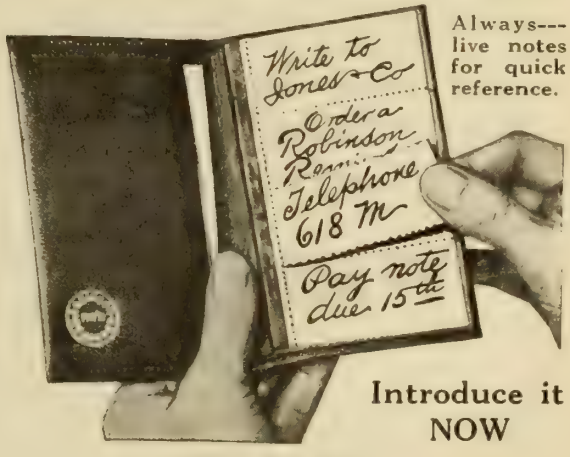
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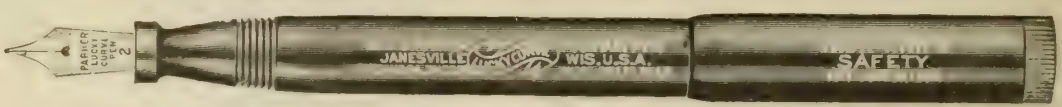
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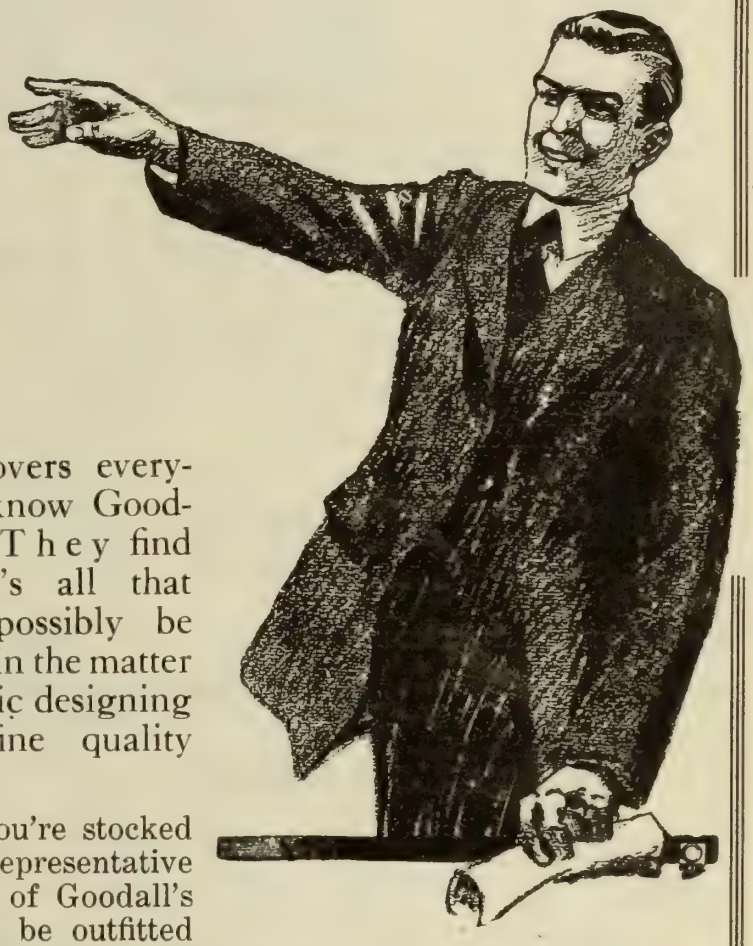
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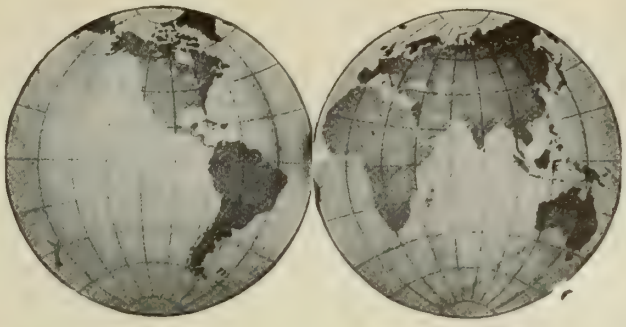
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A.—"WORLD" Blotting—for more than thirty years conceded to be the best. Made in a wide variety of colors and finishes.

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A.—In Richmond, Va., by the Albemarle Paper Mfg. Co.

Q.—Do the Albemarle people manufacture any other brands of blotting?

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A.—They are undoubtedly the best of their kind. HOLLYWOOD has been a favorite with the advertising public for years. It is a dependable paper in every respect. RELIANCE is a commercial blotting "unequalled at the price." Fine for office use. ELDORADO and ALBEMARLE HALFTONE are reliable and growing in favor every day. ALBEMARLE ENAMELED assures the full perfection of the printers' art.

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A.—Through principal stationery and paper jobbers everywhere.

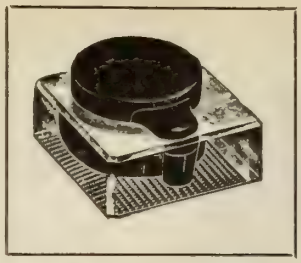
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of all styles

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Canadian Jobbers handle our lines.

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The Correct Writing Paper

at once catalogs one in the ranks of those who are accustomed to following the exclusive dictates of good form and perfect taste. The very newest ideas in stationery creations for the season are shown in the large assortment we are now offering.

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Will more than double your sales.

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Brass	No. 31 3/4"	No. 32 1/2"	No. 33 5/8"
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GOOD NEWS FROM THOMAS ALLEN

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Put Eleanor H. Porter's new book in your window and watch the jacket tell its own story of sweetness, sunlight and joy. There are two full-color poster reproductions of this picture, one mounted on an easel; also a charming portrait poster of the author—link that up with the publisher's advertising campaign of unusual scope and continuity.



This Is the Jacket of the Book of the Year.

"DAWN"

Do You Want These Helps?

To booksellers who have ordered or will order DAWN adequately these dealer-helps are free. State your requirements:

..... copies full-color posters.
..... copies jacket reproductions with easel.
..... copies portrait posters of author.
..... copies extra jackets.

By ELEANOR H. PORTER. Illustrated, **$1.50.**

BOOKS BY THE SAME AUTHOR;

"Just David"
Price $1.25

"Oh, Money! Money!"
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ELEANOR H. PORTER

BOOKS OF MERIT

Thomas Allen

PUBLISHER
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Use an up-to-date N. C. R. System and match your neighbor's success!

The merchant who combines a cash register system with progressive merchandising is bound to grow.

The merchant who handles his money and accounts slowly by hand instead of quickly by machinery, cannot meet competition.

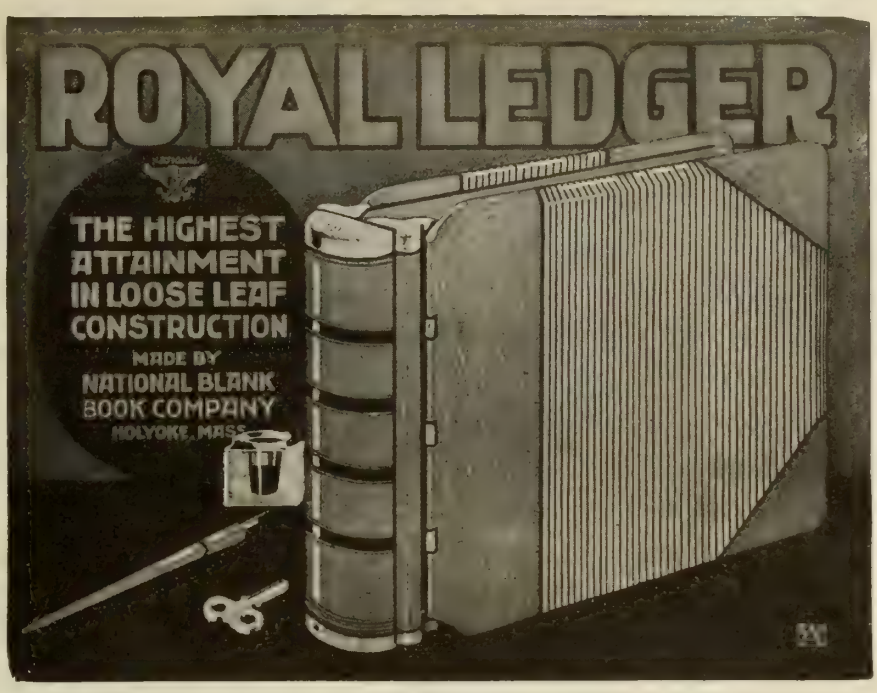
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COMPLETENESS CHARACTERIZES THE DOMINION LINE

HIGH quality, great range of styles, sizes and prices and prompt service are the reasons why **Dominion** dealers dominate their local market. Have you a catalog, full information and prices?

You get all the dealer's profit. We never sell to consumers.



Build a permanent and profitable trade on the Dominion Line of Blank Books.



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BUY W-S-S WAR-SAVINGS STAMPS

DO not think patriotic work is a thing of the past. The great need to-day is to repatriate the returned soldier, and to promote Prosperity so as to solve the problem of the War Burden. The Dominion of Canada requires your help.

You can be a vital factor in the Government's plan to sell War-Savings Stamps by getting your customers to buy Thrift Stamps.

If they buy the Thrift Stamps from you, they will soon be War-Savers, helping themselves and the country in the great work of Reconstruction.

Put up your Thrift signs, get your stock of stamps, and push the sale among your customers.

Every Bank and Money-Order Post Office carries Thrift Stamps.

Sell Thrift Stamps

54

Eversharp Is a Big Seller

"Biggest seller we ever had! In a class by itself. It's a beauty. Writes like a wizard."—These are some of the enthusiastic comments recently made by Eversharp dealers.

The Canadian success of Eversharp is no longer a prophesy. It's a fact! A big money-making fact. Ask any Eversharp dealer.

Always sharp—never sharpened. The world's most economical pencil. No wonder Eversharp is smashing all pencil-selling records.



The symbol of perfect writing—the mark of Eversharp Pencil and Tempoint Pen.

18 Inches of Lead

And every last bit is used for perfect-pointed writing. Thirty-five cents replenishes the supply—enough for another quarter million words—sharp, economical writing always. Eversharp leads are made specially for Eversharp Pencils and have a firmness, fineness and smoothness all their own. They are big repeaters.

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THE Counter Display Stand shown in this advertisement makes better pencil sales not only possible but certain.

You know, of course, that Cane's Pencils are Canadian-made. They are put up in these attractive stands, flying the colors, as you will notice, and it goes without saying that a stand like that on your counter, with half of contents sticking up, as shown, is going to get you quick, profitable pencil sales.

RECONSTRUCTION—Money spent in Canada for Canadian products will keep Canadians employed.

Ask your wholesaler for a Cane's Counter Display Stand.

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High in Quality. Moderate in Price.

Good Absorbent, Very Thick for Weight, Colors Bright and Clear.

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The contributors include Wilson, Taft, McAdoo, Schwab, Gompers, Hughes, Kahn, and others of the country's biggest constructive and industrial giants.

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The ease and convenience with which they can be filled—the satisfaction which they render—the guarantee under which they are sold—and the margin of profit to dealers are some of the reasons why you should carry this

Profitable "A.A." Line.

Write to your local jobber or to us for prices, catalogue and trade discounts on this profitable line.

MODERN PEN COMPANY
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ADCO

FLEXION EXPANSION BINDER

The Adco is the Binder of Highest Efficiency. It holds the leaves securely and in best alignment and requires no sections to increase capacity.

The Adco line represents the very highest achievement of practical efficiency in Loose-Leaf Devices. The Name "Adco" on a binder carries just the same meaning as the "Sterling" mark on Silver.

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Is Economical, Practical, Efficient, a Money-Saver.

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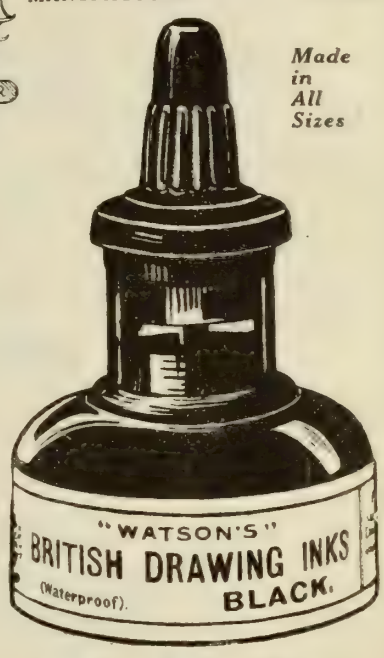


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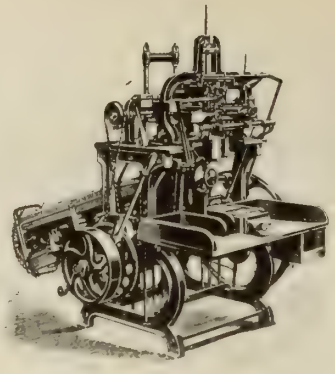
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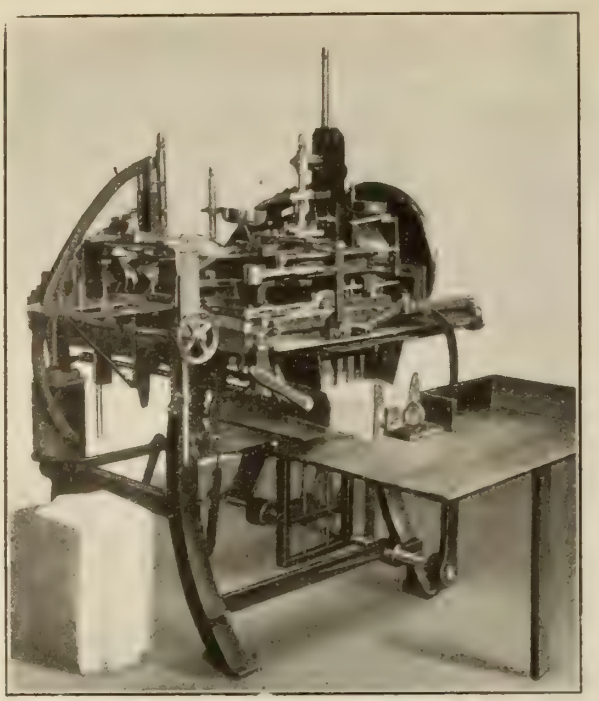
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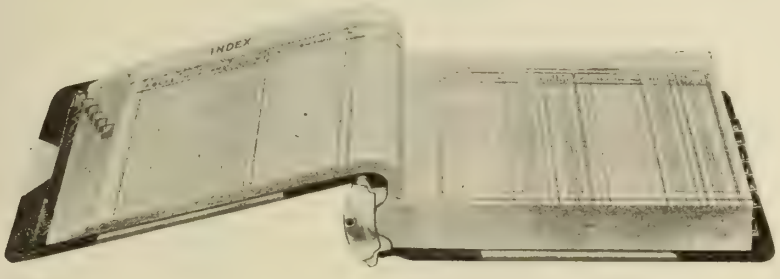
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If this doesn't suit him, there are EIGHT other styles, and if you cannot please him with any of them, then by all means let us know what he wants (if he knows himself) and we will try to satisfy him.

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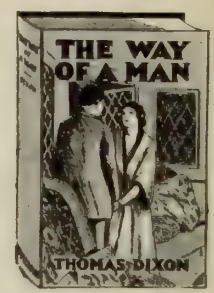
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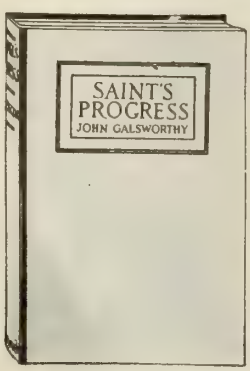


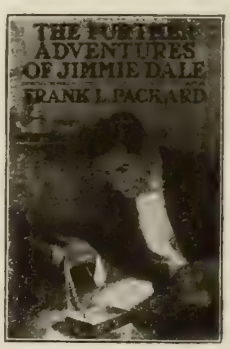


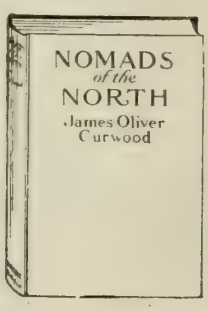


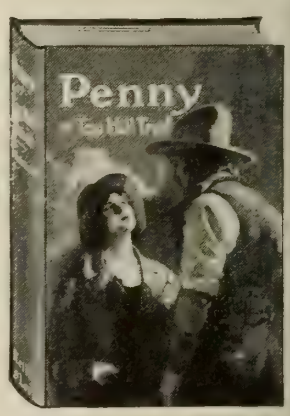
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We are the only house in Canada printing their own covers by this method.



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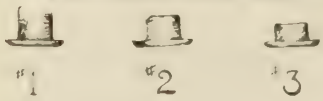
We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

Ajax Eyelets—Actual Sizes



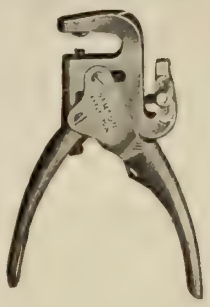
No. 1 No. 2 No. 3

Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool



For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.

Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelets, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

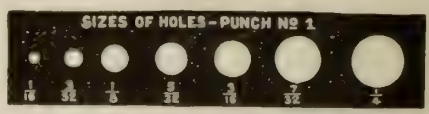
No. 1 Samson Hand Punch



Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.

Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1¾ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

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Original and Patented U.S. and Canada

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15 x 22 (large size only, $18.00 doz.)

CASH IN ON THIS PERSISTENT CRAZE

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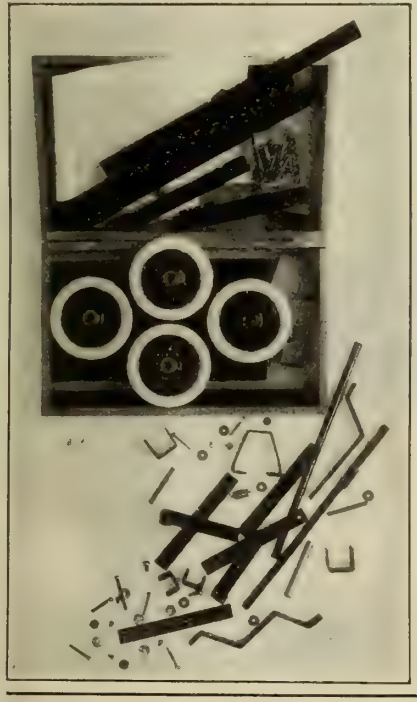
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All shapes in Squawker Balloons
Lowest prices!—guaranteed stock!
The big business starts in May and endures right up to Christmas.

Give us a trial order.

Menzies & Company, Ltd., 439 King St. W., Toronto

Manufacturers' Agents--Publishers and Importers of Xmas Cards--Fancy Stat'y--Toys--Blotting Paper, etc





Gilbert's "New Toy"

Put up just like the bigger sets of Erector. Knocked down in wooden case. A boy (or girl) can make from it a corking good waggon, a real glider and a dozen more toys.

They are of stronger

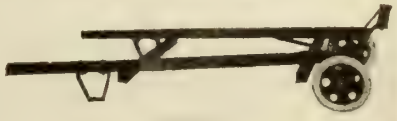
construction than anything in a wheel toy ever put out.

The sets retail, Canada, $9.00 and $15.00.

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ORDER NOW

This is the $9.00 outfit in Canada. It makes about 12 models such as Coaster, Glider, Go-Cart, Wheelbarrow, Bob Sled, etc., etc.



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This is a real speedster that works by gears and pinions. Made with the $15 retail outfit.



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A101 retails at $2.25, guaranteed to fly.

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ARO-MAC LINES STATIONERY & SUNDRIES

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ELDORADO
"the master drawing pencil"

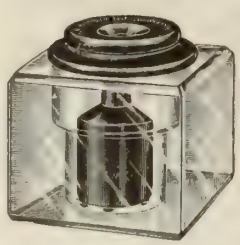
ELDORADO SELLING CASE No. 1181 greatly assists all dealers. Attractive store display coupled with national advertising, sampling and personal calls on consumers by our salesmen cannot fail to impress your customer and pave the way for sales with the least effort on your part. Send for colored photogravure of Eldorado Selling Case No. 1181.

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Recognized the world over as the standard. Automatically seals tight yet always ready for the pen. No spurting or spattering. Natural dip of the pen gives always just the right amount of ink. Prevents evaporation and insures fresh ink to last drop. Economical. Efficient.

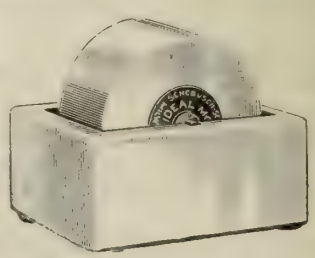
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The "Sengbusch" line is carried by the best stationers. There is profit in handling it and sales grow as its merit becomes known.

Use Sengbusch advertising imprinted with your name. It's supplied without charge.



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Representatives for Canada and Newfoundland

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ARO-MAC LINES STATIONERY SUNDRIES

"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & CO. LIMITED

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ARO-MAC LINES STATIONERY SUNDRIES

Standard Wax Crayons and Chalks



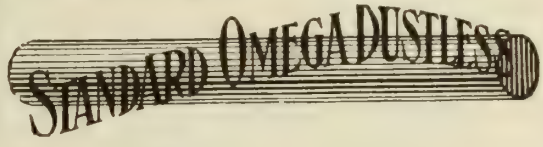
Little Gem

Seven crayons in a round wood box; low price and sells well. We have several others in varying prices packed in round boxes attractively labelled.

Stationers who have textile mills in their city should not overlook their need for textile mill crayons. A recent experiment in sampling brought many orders which were filled through local dealers as we sell only to the trade.

Standard School Chalks have been adopted by many schools. When tendering on the next school business get our samples and prices on Standard Brand White, Standard Brand Enamelled, Standard No. 3 Colored, Colored Chalk in packages.

Omega Dustless Chalk Crayons, white and colored, are economic from every standpoint. They outwear common chalk three or four times and cost less to handle; easy marking, easy to erase, no grit, minimum dust.



A COMPLETE LINE OF SCHOOL CRAYONS AND CHALK OF EVERY DESCRIPTION; WAX CRAYONS FOR MARKING, CHECKING, LUMBER; CHALK FOR MILLS, CARPENTERS, RAILROADS, ETC.



No. 4 Crayel

Eight colors being six standard with black and brown; crayons wrapped, blue package with white lettering. Colors are most brilliant and of exceptionally fine blending qualities. Package is very attractive.

Crest Light Crayons

Mark freely, are brilliant and do not smear. Being hydraulic pressed, they are very durable and the usual rub and blur of wax crayons is absent. No. 19 Crest Light should be in every dealer's hands as the best crayon for schools.

Marking Crayons

for every purpose, and all colors; checking crayons in all colors; marker for glass, tin and all smooth surfaces; handy pocket crayon; lumber crayons in all colors and several grades. Samples supplied.

The Clover

The Clover is one of many tuck box school packages in prices ranging from low to high. Packages contain standard colors with combinations of other tints and are designed to satisfy the needs of advancing scholars.

No. 230—Eureka Chucking Crayon, black and blue, ½" x 4¼", wrapped, one dozen in a box. Per gross, net $2.00

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No. 32—Handy Pocket Crayon, black and blue, ½" x 3⅝", very handy, convenient and clean in the pocket, hydraulic pressed and durable. Packed one dozen in a box. Per gross, net $2.75



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Representatives for Canada and Newfoundland

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Highest Award Always
GOLD MEDAL
Dependable
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The best known line in the world. Of every kind
For every use.

SCHOOL HOME ARTISTS OFFICE FACTORY
WAX PRESSED PASTEL CHALK

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Sent on Request

BINNEY & SMITH CO.

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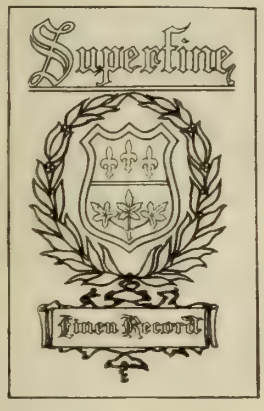


Rolland's Standard Writing Tablets

These four standard tablets are made with well-known High Grade water-marked paper.

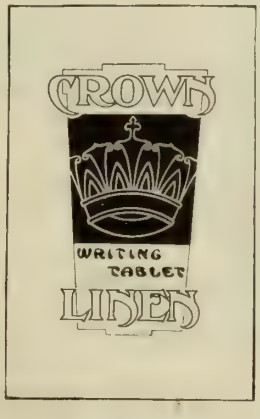
MADE IN CANADA

They are well bound with these attractive covers—and are the basis for steady tablet sales with the right class of customers.









Every stationer knows that Rolland's Superfine Linen Record is the best known and most widely used paper in Canada. But many do not know that it is put up in tablets, note and letter size, and is the ideal tablet for the better class of trade. The Earnscliffe, Empire and Crown (laid) papers are also well-known Canadian papers and supply a range in price.

Ask your wholesaler for quotations. We will gladly supply samples on request.

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HIGH GRADE PAPER MAKERS
MONTREAL, P. Q.

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Think of COUTTS

BIRTHDAY CARDS

IS your stock up to date? Are you showing your cards to your trade in a clean-cut manner? Do your customers from your displays, get an adequate idea of what you have in stock? We can and will help you with real live sales-getting displays and our

EVERYDAY CARDS

are such that to show them means to sell them. You need not order heavy, but order often and keep after the big sellers.

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Acknowledgment Cards
Easter Cards
Birth Announcement Cards
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Rabbits good to eat, easy to raise, and above all inexpensive are becoming more and more popular among people who want to make their backyards pay dividends. Literature on the subject is scarce. Here's a book that goes thoroughly into the whole matter of rabbit keeping, tells what breeds to raise, how and what to feed them, etc.

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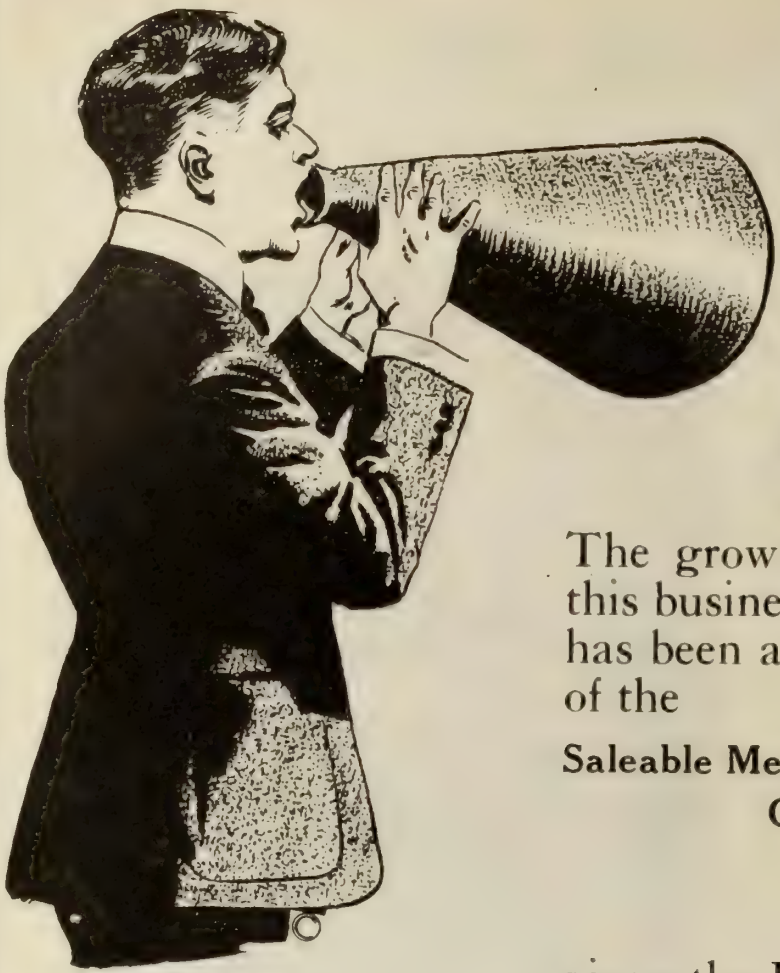
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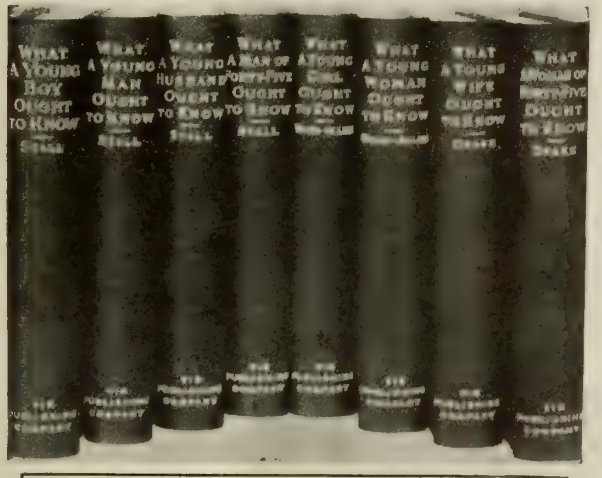
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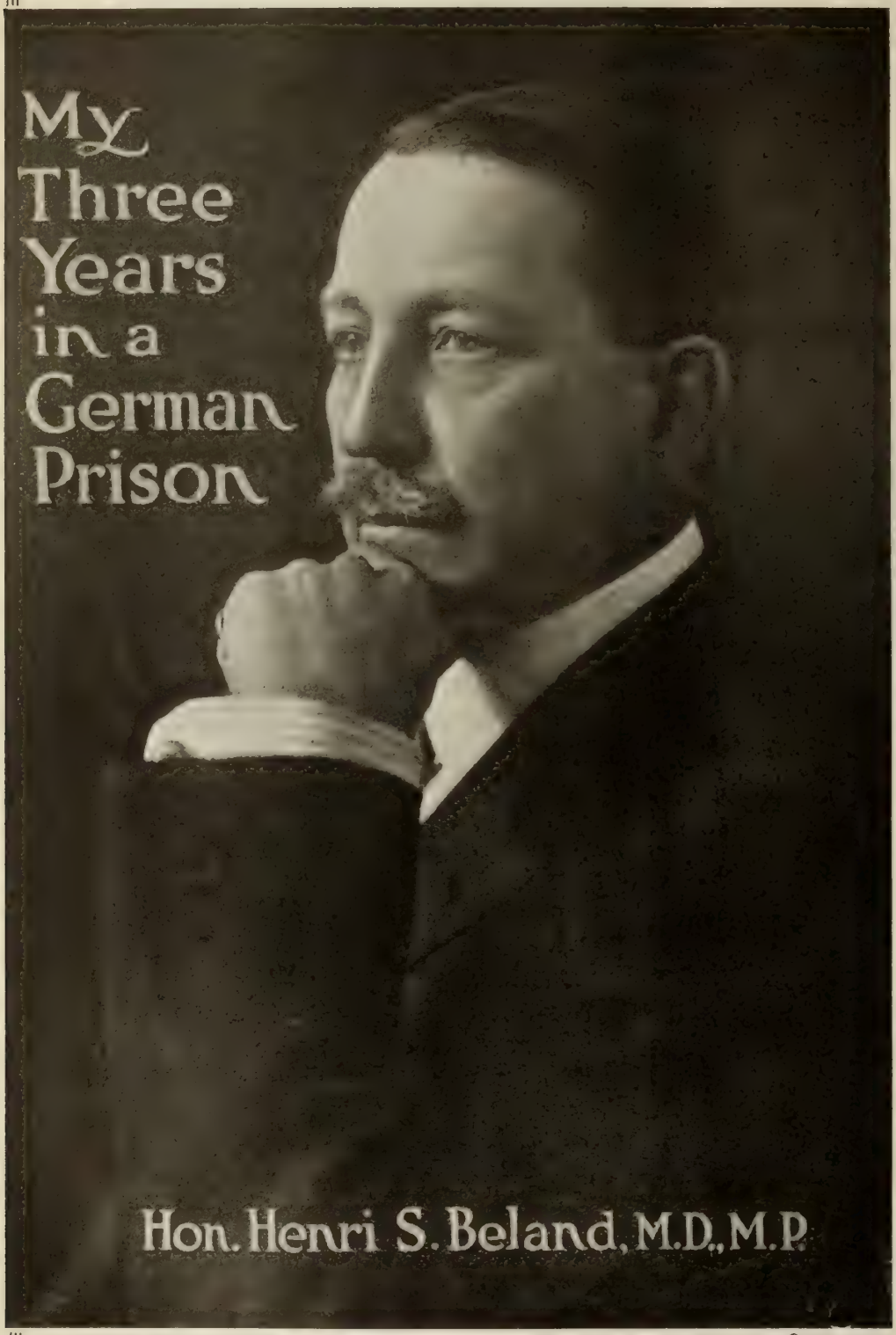
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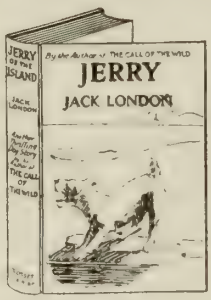
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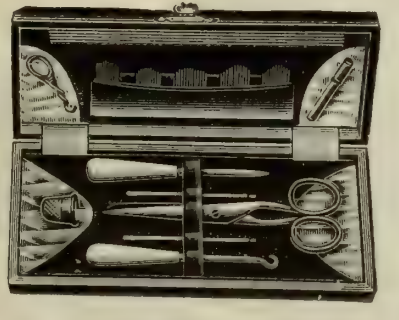
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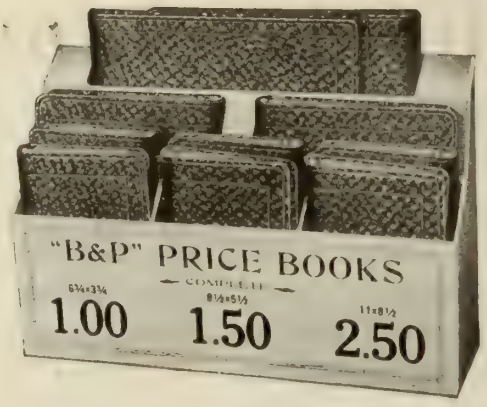
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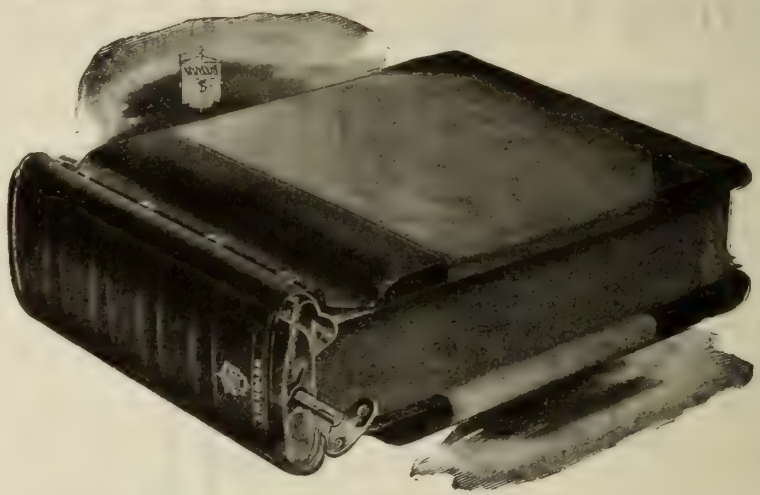
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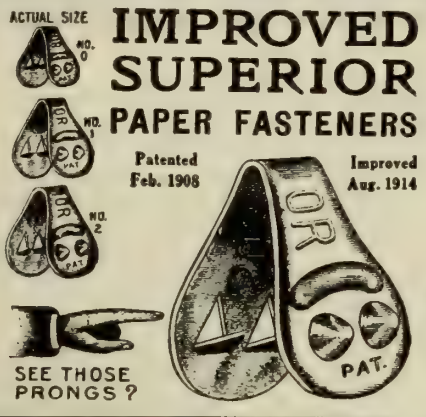
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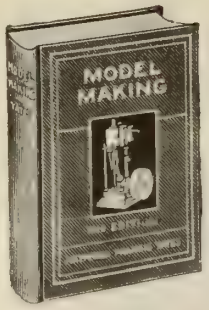
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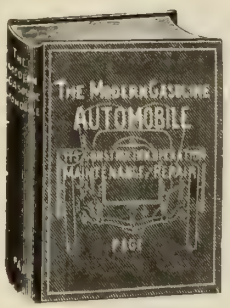
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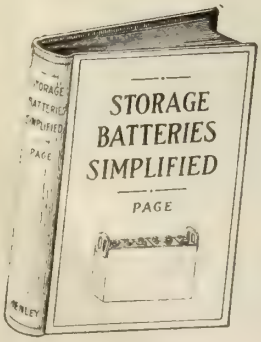
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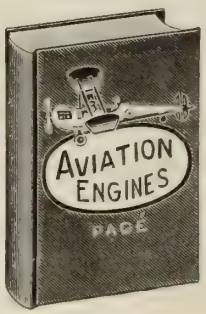
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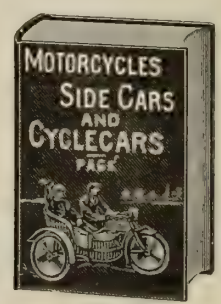
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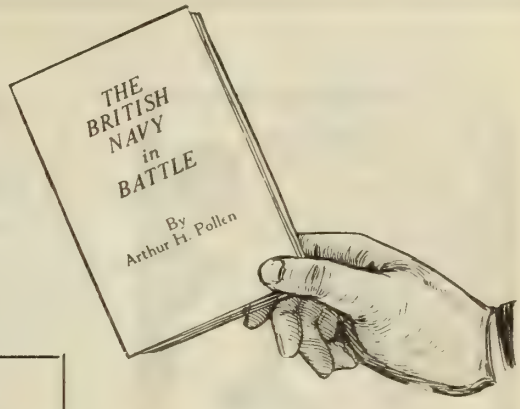








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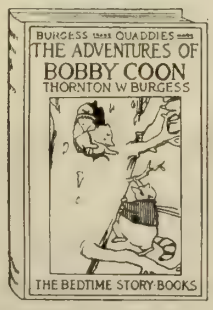
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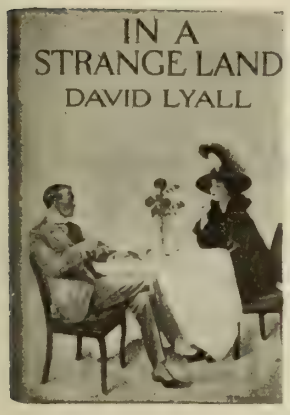
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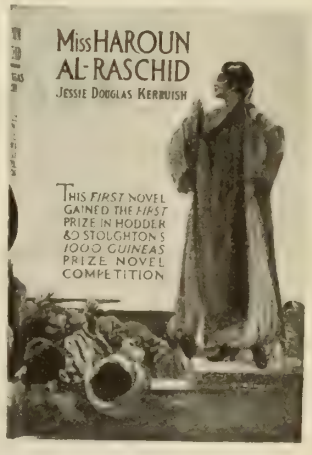
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. APRIL, 1919 No. 4

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Office Equipment Display

Leather Goods in Stationery Stores

British After Canadian Trade

Retaining Valuable Clerks by Bonus

Some Bookselling Principles

Record of Best Selling Books

Simple Book-keeping For Merchants.

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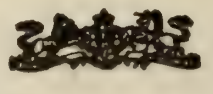
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SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to communicate with **THE SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA,** stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada; specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

IF INTERESTED PLEASE APPLY NOW

Institutions May Make Direct Purchase Without Tender

Dominion, Provincial and Municipal departments, hospital, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

Editorial Chronicle and Comment

35TH SPRING NUMBER

THIRTY-FOUR years ago this trade paper, then known as *Books and Notions,* made its initial appearance and continued under that name until the early nineties, when the present name was adopted.

It is the oldest continuously published trade paper in Canada and this is the 35th Annual Spring Number. This fine issue, with its good representation of wholesale concerns most closely connected with the rank and file of the legitimate book and stationery stores of Canada, is a most pretentious number in comparison with the issues that appeared over thirty years ago. There are editorial articles in this number which are rich in information and suggestive value for all members of the trade and the advertisements, in the informative nature which they now take, constitute another great evidence of the advancement in efficiency of the trade newspaper of to-day in comparison with 1884.

SHORT-SIGHTED POLICY

IT would cost less to keep your store open only three days a week, but there is no question whatever that it would not pay so well.

A merchant who thinks only of "the cost" of advertising often persuades himself that by advertising only half as much as usual he is saving one-half of the expense of advertising.

The same logic would lead him to keep his store open but half the time—thus cutting running expenses in half and "saving" all of the money!

The plan of adequate advertising service (for your ads do render a most valuable service to your patrons) is as essential to store success as the plan of keeping the store open every shopping day!

DO YOUR SHARE

THE value of a good local newspaper is much greater than many people seem to think. One way the home merchants can help not only to keep it good, but to make it better, is to patronize it and furnish it with ads. A little investigation will convince anyone that the great majority of people are just as much interested in reading attractively written ads. as they are in following the general news. Many merchants do not always appreciate the mighty power the press is in helping to carry on the business of the country and in maintaining its power.

MAY BE BETTER SALESMEN

SOME one has said that the best school of salesmanship is the school of hard knocks and experience. It would appear that this is being proven by the fact that young men who went overseas and returned are now better at selling than they were before. It is pointed out that two of the disabilities common in young salesmen before the war were timidity and fright and lack of force. In many cases there was added to this inability to understand or read human nature. This last was very often the result of inexperience, and of not having rubbed sides with the great buying public sufficiently to size people up quickly. It is stated that the conditions the youths had to face every day from the very start of their training were calculated to overcome these troubles To start with they were up against an entirely new set of conditions, and almost every minute they were meeting new men. They had to rely upon themselves very often, and on their own judgment depended a lot of their progress. In the case of young officers, who came in thousands from the business houses of Canada, it is stated this was especially noticeable. Some of them, when they first started and had to give commands, were almost frightened at the sound of their own voices. A few weeks though in the army and they developed confidence. The same was true of the men. The hard training, regular hours and the outdoor activity resulted in physical changes that wrought wonders in giving many of them the force they were lacking before. It is said there is no education like travel. This has also been exemplified in the case of the boys who have been "over there." They have learned new languages, they have seen how other people do things, they have broadened out and they are coming back to their positions with a vigor they did not have before, and with a confidence and force that would have taken years of experience to have acquired in the ordinary way. They will bring to Canadian trade an added vim that may go a long way in increasing business.

More About Travellers and Their Work

"TREAT 'EM RIGHT"
These articles on the place of the travelling salesman in the business world are rich in suggestive value for all retail merchants. The "Golden rule" should enter into relationships between merchant and traveller.

How They Can Be of Service to Alert Retailers—Pleas For the Greatest Measure of Co-operation For Mutual Benefit

THE TRAVELLER IS ABROAD IN THE LAND

There are two series of articles that we would like to have written for our columns, and which, if done by people of careful observation, would be found readable by a large part of the book-trade. The first series would be on Travelers I Have Known; And Their Methods, written by book buyers of experience. The other series would be on Book Buyers I Have Known; And Their Attitude to the Traveler, written by men whose experience on the road had been considerable. It would be far more difficult to get an expression of opinion on the latter subject, even if anonymous, as the seller is always much more discreet than the buyer in expressing his opinions.

At the same time while the traveler is again starting on his trips, it is worth while considering this important point of contact between buyers and sellers. Suppose the traveler were eliminated altogether from the book-trade's method of doing business. On first thought one would say that if all publishers agreed to do this at one time, there might be a general saving in the expense of distributing books, and therefore a move in a healthy direction, but it would undoubtedly soon be found, as it has been found in other trades, that the function of a traveler is a far more important one than merely being a lever by which producers of books can pry loose larger orders from reluctant retailers. The traveler is an agency for bringing to the retailer a vivid impression of what the publisher is planning; he is a means of humanizing the relations between buyer and seller; he is the agent to straighten out little difficulties that may have appeared and he is the invaluable means for carrying from place to place suggestions for book merchandising.

It is unfortunately true that his entrance into a store is usually a signal for the buyer to be on the defensive. Purchases of the past year come to mind, general difficulties of overstock, aggravation from some home office mistake, all these things rise in the mind of the buyer, and too often the result is a difficulty in getting a reasonably efficient point of contact established.

It is a commonplace to remark that a bookseller cannot do business without buying books, that he cannot gain the confidence with his public without having prompt information as to the new books. The best opportunity to get full information is from the traveler. A hospitable reception extended to him is one way for a bookseller to improve his chances of a live business. The traveler, too, has seen other retailers in other cities working on the problems of retail merchandising. He can, in a short time, give to any retailer suggestions of great value, and his acquaintance with the salesmen on the floor is a means of their receiving the contagious enthusiasm from a man whose stock of trade is a knowledge of books and an enthusiasm for selling.

The worst possible start for a helpful relation between buyer and traveler is an attitude assumed by some buyers that the traveler's time is of no value and that he can be kept waiting, asked to return again and again, or be kept over to another day for the stock order that is not checked up. The cost of travelers is ultimately assessed against the retailer, and no buyer, with the interest of the trade at heart, should fail to keep this in mind. It is quite true that no buyer is free from the sad memories of books that he has overbought under the pressure of the traveler's enthusiasm, but it must not be forgotten that a man with goods to sell must have enthusiasm or one would not care for his opinion. It merely remains for the retailer to be so well informed, so certain of his community that he can pick accurately and capably, from the proposals brought forth, such items and such quantities as are suited to his community and can be successfully exploited by his organization. It is when the retailer lacks full confidence in his own ability and in his own knowledge of the possibilities and limitations of his outlet that he makes the mistakes that he afterwards lays to the traveler. To the man who knows his own business thoroughly, the traveler brings invaluable aid.—*Publishers' Weekly.*

TREAT THE TRAVELLER WELL

A Little Lesson on the Wisdom of Adopting a Right Attitude Toward the Men on the Road.

In speaking with a Montreal stationer recently, BOOKSELLER AND STATIONER, listened with much interest to the remarks made concerning "the drummer." "I always listen to the travellers," he said. "They are a fine type of men, and should be treated with consideration. I recall an instance in which the patience of a good traveller was sorely tried. Calling periodically upon a certain storekeeper, this traveller was treated in a very mean way by the proprietor. When the traveller called—if not busy, the retailer would feign being busy and purposely keep the traveller waiting. Of course, when he did condescend to come out, he was brusque and very inconsiderate. He was about as mean as one man could be toward another.

"At last the travelling man fully resolved to be 'done' with his retail prospect, and made up his mind to relieve himself of some 'pent-up' opinion regarding him. Returning to the store one day, he finally secured an interview. Immediately opening up the matter he recalled the mean, ungentlemanly treatment that had been given him for months. Then, having rid himself of his opinion, he simply told this man that he was through calling upon him and that he was going to sell his competitor. This, it afterward transpired, he did.

The inconsiderate retailer now had had something to think about and think he did. He had lost the opportuni
curing an excellent line of goods, but he had consented to learn his lesson. He elected to treat the travelling men as he would wish to be treated himself, and they are now welcome.

"Treat the travelling men well," said the stationer. "They possess a world of information. They are a very high type of men—the very best we have calling upon us. They are worthy of a hearing and can do the merchant many a good turn."

THE DEALER'S BEST FRIEND

It is not putting it too strongly to say that the retail dealer is fortunate who has good friends among the traveling salesmen, says "Picture and Art Trade." The traveling salesman has the advantage of looking at this business from different angles. In the first place he visits many stores, and notes the peculiar situation, and condition, of each one. He is in a position to take advantage of this experience for the benefit of all who may seek his advice and aid. There should exist a helpful relation between traveler and dealer. The attitude some dealers seem to assume is that the salesman is a sort of necessary evil, his time of little value, and so he is too often put off and kept waiting, and asked to call again. All this spells expense, which is charged up by the manufacturer on the cost of production, and the dealer finally has to pay the bill. Of course, there are salesmen and salesmen, but we are referring to the large majority of travelers who are honest and willing to be of service if such service is asked for and appreciated by the dealer. The dealer who takes the attitude that all the salesmen care about him or his business is to "stick him" with as big a sale as possible, is not likely to make friends, or find helpers among the travelers who call on him. We have known cases where the traveling salesman has discouraged the purchase of as large a stock as the dealer contemplated, believing it for the dealer's best interest to so

advise. We have heard of many instances where the advice of salesmen has resulted in the saving and making of money for the dealer.

In the directory of Canadian travelers as published in the March issue should have been included the name of J. H. Francis, covering Manitoba, Saskatchewan, and Alberta for the Reliance Ink Co., of Winnipeg.

The sad intelligence has reached BOOKSELLER AND STATIONER of the death, on Tuesday, March 18th, of Frederick Weber, who had been for over fifty years connected with the firm of F. Weber & Co., of Philadelphia.

BACK TO DUTY

Lieutenant John King Reckford, Senior Grade, U.S.N.R.F., has resumed his duties as assistant secretary of the American Lead Pencil Company, of which his father is president. Lieutenant Reckford sailed on the 25th of March for an inspection of the American Lead Pencil Company's extensive plants in England, and also the company's branch in Paris, which is known as the Venus Crayon Company.

The London factory, besides making pencils and penholders, also has been very successful in the manufacture of the finest quality of wax crayons, sealing wax, chalks, etc.

J. J. Sutherland, of Woodstock, is among those who take a rosy outlook of the prospects for a continuation of good business this year.

SALES FORCE INCREASED

Some important changes in the sales staff of Menzies & Co., and the A. C. Gilbert-Menzies Co., of Toronto, have just taken place.

A. J. Robertson is now sales manager for the Ontario division for both the A. C. Menzies-Gilbert Co., and Menzies & Co. He is familiarly known as "Archie" to the trade, and is well known throughout the province through his long connections with Nerlich & Co., and later as manager of the Torcan Fancy Goods Co. Mr. Robertson has as his assistant F. J. Venator, who was associated with him at the Torcan Fancy Goods Co. before his enlistment with the C.E.F.

H. Mansell, who will act as special representative for the two companies has for the last three years been manager for Canada of Lazarus and Rosenfelt, and formerly was Western representative for Cassidy's Limited, Montreal.

Robert Brownlee, who has charge of the Maritime Province territory, is a well known fancy goods salesman, having been with Palmer's, Limited, of Montreal for some years. Previous to joining the Menzies sales force he was in business as a manufacturers' agent.

E. Howard Baker remains in charge of the Western Canada territory.



LIEUT. JOHN KING RECKFORD
Son of the president of the American Lead Pencil Co., is back on duty with that concern.



E. HOWARD BAKER
Who covers Western Canada for Menzies & Co., and the A. C. Gilbert-Menzies Co.



JOHN SCOTT
Who covers Western Canada for Mabie, Todd & Company.

COLONEL WATTERSON

The vivid picture of courtly southern plantation life "befo' de Wah" that Colonel Watterson gives in his autobiography, now being published in magazine form, recalls his famous compilation of stories and sketches, "Oddities in Southern Life and Character." This book, becoming even more valuable with age, preserves to a nicety the very flavor of those old southern days. This book might well be played up by booksellers now on the strength of the interest created by this autobiography running serially and to pave the way for the coming of the autobiography in book form.

THE THUNDER BIRD

Johnny Jewell, the hero of B. M. Bower's new novel, names his airplane "The Thunder Bird," and that is the title of this novel in which Johnny goes skyriding joyously among the clouds to the envy of his former ranch companions. This picture with Johnny poverty-stricken and languishing in durance vile, because his temper ran away with him, are only suggestive glimpses of the heights and depths of the Skyrider's vicissitudes, but through them all we get the Western flavor, the atmosphere of unconventional life—that is, unconventional to the Easterner.

LEAGUE OF NATIONS

Horace M. Kallen, whose "The League of Nations To-day and To-morrow" was recently published, is to be a member of the Faculty of the Labor College to be established in Boston. Among the members will be also Roscoe Pound, dean of the Harvard Law School, and Dr. Irving Fisher of Yale.

NEWS OF THE TRADE

AGAIN HONORED

Major Frederick R. Phelan, D.S.O., M.C., son of F. E. Phelan, the well-known bookseller and stationer of St. Catherine St., Montreal, has been repeatedly honored since he went to France and engaged in the service of humanity against the unspeakable Hun. Word reached Mr. Phelan recently that his son had been awarded the Croix de Guerre, and this decoration, as many will know, is only given when it has been deservedly earned for bravery in the field. It is also given the fortunate winner at the hands of the French President, unique in itself.

Major Phelan left Montreal in 1915 with the 60th Battalion, having qualified as lieutenant before leaving. From time to time he earned various promotions and has been major for some time. One of the prized distinctions is that received from King George in January — the D.S.O.—and it was after this that the Croix de Guerre was awarded. Major Phelan is at present attached to the 1st Canadian Division as Deputy Assistant Adjutant-General (Headquarters Staff).

Having been overseas for four years, and during the whole of this time on active service, Major Phelan hopes to return to Montreal in April. He will resume his chosen vocation again as manager of F. E. Phelan, Ltd.

Nicholas L. Brown, formerly of 1720 Chestnut Street, Philadelphia, has moved his publishing business to 80 Lexington Avenue, New York.

STAFF READJUSTED

Through a re-arrangement of duties, W. V. Dawson, Limited, Montreal, have made a number of changes that are expected to work out satisfactorily.

Ernest W. Dawson, secretary-treasurer of the company, continues his duties as supervisor of the financial and buying departments; H. G. Dawson, a director, will supervise the general office and selling staffs, and J. H. Johnston is to have complete charge of factory and warehouse as superintendent. The various assignments thus made will tend, Mr. Ernest Dawson stated, to make a better and more workable arrangement.

A CHANGE AT PALMERSTON

From Andrich and Hyndman, Palmerston, Ont., successors to the Henry Wise Woodenware Co., come copies of their several price lists covering different lines of wood products, which include trunks, children's sleds and croquet sets.

Aubrey O. Hurst leaves this month on a trip to England in connection with the Canadian interests of the British firms he represents.

The Magnet Toy and Novelty Co., of Bobcaygeon, Ont., are negotiating with the City of Peterboro, looking for a removal of their plant to that city.

According to the Orillia "Packet," the wallpaper showrooms of the R. O. Smith Co., Limited, Orillia, are the finest north of Toronto.

George MacLeod of C. & C. MacLeod's Book Store, Sydney, was in Halifax, curling the first week in February. Under George's personal management, MacLeod's have built up a very fine book and stationery business in Sydney, 100 to 200 copies $1.25 popular selling novels is a small lot for MacLeod's book store to buy.

The most popular selling novel in Halifax for February was Zane Grey's "Desert of Wheat."



CAPT. F. R. PHELAN

Do you realize that the store must, at times, place the almighty dollar secondary in a quest for standing in the community?

Is your aim to send every customer out of your store a friend and a "booster?"

Are your books in good shape, and do you know just where you stand?

Are the sales force, clerks and helpers of your establishment well placed? Are there any round pegs in square holes?

Is the matter of exercise, recreation and amusement receiving your attention? You cannot expect the human machine to go on without attention.

A HOLIDAY CATALOGUE

AMONG the recent visitors to Toronto was Mr. Esch, of A. H. Esch & Co., booksellers, of Edmonton, Alberta, and in conversation with BOOKSELLER AND STATIONER he took occasion to say some complimentary things about the enterprise shown in getting out the effective trade help afforded by the Holiday Gift catalogue reprinted from the Holiday Section of the November number. Mr. Esch referred especially to numerous cases which he had observed, in which customers had come into the store producing copies of the Holiday Gift Catalogue with books checked which they were ready to purchase.

This naturally proved a great help, not only in the actual sales thus created in advance, but also in the very considerable saving of time that would have been taken in showing books to these customers and waiting for them to make selections.

This saving of time, as every bookseller knows, is most valuable in the rush days in the midst of the Christmas trade season.

Mr. Esch said these customers had complimented the firm upon sending out a holiday catalogue of that nature.

Arthur A. Smart, one of the book travellers shown in the group of travellers reproduced in the Travellers' Number is always on the lookout for information for the trade paper, and it is to him that BOOKSELLER AND STATIONER is indebted for sending in the photograph of the interior of A. H. Esch & Co.'s fine store as appearing in this issue.

How do you spend your odd moments? Reading, studying, or in the pursuit of non-productive pleasure?

Do you attend regularly meetings of your business association? If not, why not?

Have you instilled in your helpers the understanding that they work with you, not merely for you?

Have you succeeded in building up a profitable trade, and do the customers "swear by" your store?

The death occurred on January 26 of Mrs. Garland, wife of S. E. Garland, bookseller, of St. John's, Nfd., following an operation for a painful disease, from which she had suffered for a long time BOOKSELLER AND STATIONER extends sympathy to Mr. Garland in his bereavement.



View of the interior of the fine book and stationery store of A. H. Esch & Co., Edmonton, Alberta. It will be observed by the signs on the rear wall that toys and dolls are prominently featured in this store.

PENCIL MANUFACTURE IN INDIA

A communication by Consul Lucien Memminger, Madras, India, printed in Commerce Reports, indicates that the Government of Madras has decided that the experiments which have been made by the Department of Industries for the last three years in the manufacture of pencils have reached a stage at which the industry should be made over to private enterprise. Arrangements for the sale of pencils produced by the factory were completed in August, 1917, and the profit-and-loss statement prepared by the auditors for the period from September 1, 1917, to March 3, 1918, shows that in these seven months the factory made a profit of $1,904, which represents a return of a little over 20 per cent. on an assumed capital of $16,220. During the same period the factory produced 7,599 gross of pencils and sold 8,269 gross. The factory has deliberately been run on as small a scale as was consistent with the purpose in view, namely, the demonstration on commercial lines of the prospect of the industry. The factory produces black-lead pencils lacquered in various colors, copying pencils, carpenters' pencils, and diary pencils. Experiments with red and blue pencils are under way, while the manufacture of copy stamp ink and carbon brushes has also been begun. A Government notice announcing the prospective sale, says:

"It has been demonstrated that in present circumstances pencils can be made in Madras at a cost which leaves a fair margin of profit. Whether the industry will survive when normal conditions are restored will depend mainly on the enterprise of the proprietors. The Government has done enough to give the industry a fair start. The difficulties of making satisfactory pencil leads have been solved, labor has been trained, and the resources of the Presidency in respect of suitable woods have been explored. The Government now believes that it can safely retire from the field and leave private enterprise to carry on."
—"Office Appliances."

THE 1919 TRADE OUTLOOK

In our February issue, the letters over the signatures of the Weldon Roberts Rubber Co. and the Moore Push Pin Co. became transposed so that the opinions of the one firm were attributed to the other and vice versa. We reprint below the letters in full as they should have appeared:

Trade Good in Canada

Newark, N.J., Jan. 11.

Editor, Bookseller & Stationer:

We are glad to have the opportunity to express ourselves with regard to the season's trade and the outlook. Ever since the signing of the armistice we have been impressed with the ease with which readjustment from war conditions was being brought about. Business is better than ever, and our judgment is that there is the greatest possible reason for optimism. Our notable business increase for some time past has been in the foreign field. This was good during hostilities, but is now coming stronger than ever. As to Canada—which we in the United States now more than ever do not consider "foreign"—our trade in every province is increasing by leaps and bounds. Our Mr. Riedell has just returned from a Canadian trip which was by far his most successful, measured by sales. He is enthusiastic as to the business outlook there. We wish the BOOKSELLER AND STATIONER and our many Canadian friends the best of prosperity in 1919.

WELDON ROBERTS RUBBER CO.

Prices More Likely to Advance

Editor, BOOKSELLER AND STATIONER:

Philadelphia, January 20, 1919.

Regarding the outlook for 1919 we do expect a considerable increase in our volume of orders for this year, all tendencies pointing that way.

We might state, however, that both dealers and jobbers are holding off and are purchasing only for present requirements due to the expected deflation of prices. Inasmuch as the United States Government has guaranteed the price of $2.40 per bushel to our farmers for wheat, as long as wheat continuees to be sold at such a figure, there is very little possibility, to my mind, of any great decrease in the cost of other commodities. I do not look for any material decrease in the cost of production during the next eighteen months.

Labor is rather unsettled—is demanding higher wages and shorter hours—and industrial conditions for 1919 and early in 1920 are going to be rather precarious. The fact of the matter is, in going into the market recently to make a purchase of raw material, we found that in most cases the prices have advanced since our last purchase, and if there is any change to my mind it will be rather in the nature of an advance than a decline.

However, we feel that the 1919 business is bound to be good, owing to the tremendous demands for both labor and material for reconstruction work in the devastated regions of Europe. There are a great many soldiers returning home from the campaign who are looking for jobs, but there are also large numbers of men going to European countries seeking opportunities there, and there are large numbers going to Europe as laborers for contractors on reconstruction work in those regions. There will be a continued shortage of labor for the entire year, and for possibly a year and a half. In short, we view the 1919 prospects with confidence and are planning for an increase of business during this year.

Yours very truly,
MOORE PUSH-PIN CO.,
P. G. Underwood,
Sales Manager.

Developing a Quality Papeterie Trade

DEBATABLE POINTS

There are some debatable points brought forward in this interview but, unfortunately, it was too late, when this came, to get additional views regarding these points from other representative members of the trade. Some of these will follow in next month's issue.

Better Papeteries Will Sell if Offered — Show the Expensive Lines First—Display is Very Important—Buying a Vital Feature—Montreal Store Has Developed Big Select Trade

FOR the past twenty-five years the Stationery Department of Henry Birks and Sons, Montreal, has shown steady growth. This growth is the pride of the department manager, E. L. Stilwell, and particularly because Mr. Stilwell has been its head for practically this whole period. To look back this length of time, and to have seen a steady and healthy growth under one's direction, is in itself reason for just satisfaction in the methods used and the policies evolved.

A Quality Trade

In speaking with Mr. Stilwell recently, BOOKSELLER AND STATIONER was greatly interested in the fact that sales were largely those of quality papeteries. In this lies a tale, and it is noteworthy to say that this story reveals the fact that the salesman has, within himself, the capability of creating business for a class of goods that will be a lasting satisfaction to the customer and a source of pride to the store itself.

"We sell the higher grade papeteries for the most part," said Mr. Stilwell. "Our trade is very largely a select one, and in this sense we have a great many patrons of many years' standing. They have come to know that they can buy what they wish from us and invariably purchase their preferred papers here as wanted. Just a day or two ago a lady came in and left her order for more paper of the kind she has been using for some time. We asked if she would not like to see it and she replied that this was not necessary; she simply left the number, and was content that we would fill the order properly."

"Lifting" the Customer

It was clearly pointed out by Mr. Stilwell that the customer could be lifted up to appreciate and to purchase the higher grades of paper. "We have found it necessary to carry a big range of high-grade papeteries. In some instances, we will show nine and ten patterns in one grade of paper. The variety of envelopes is large and these are little things which make a difference to the discriminating buyer. Size, shape, and little features of many kinds have their own appeal.

"I always make it a principle to show the better papeteries first," said Mr. Stilwell. "And they usually sell too. One can readily come down from the paper selling at $3 to $3.50 to the less costly. Having shown the better grade and the higher-priced paper first it is easier to sell it. Even if the lower-priced item is finally taken by the buyer, it is taken more readily. It does surely pay to show best grades first."

Displays—Publicity

Displays made in the Birks store are of the first order. Silent salesmen of mahogany are employed to hold the various papeteries and box goods. The attractiveness is of the most inviting nature and selection is made possible with the minimum of delay. In these rich cases the values of various papers are fully brought out. In addition to this index of the wide variety carried by the store, the dust-proof cases retain the stock in perfect condition. There is no deterioration to either package or paper. And the salesman has ready access to his patterns.

In the matter of publicity, Mr. Stilwell stated, that the best development of sales had been attributable to a distinctly high grade of service. Their customers wanted the very best the market afforded and would pay the price. In fact, price was a secondary consideration. Therefore, for these many years, extreme care had been exercised to give every patron nothing but a quality product and an unfailing, careful attention to every order.

Neat displays are made in the store windows from time to time and in addition there is some use made in season, of the daily papers. This idea is carried out at Easter and from time to time during the year. In making the displays, within and without, care is still taken to cultivate the finer taste of the customer for a quality product.

Selling Quantities

One of the features of the Birks trade is that of selling large quantities of a single line. "Much of our business is in "pound" goods and in ream quantities," said Mr. Stilwell. "There has been a great deal of correspondence during the war and there still is a great deal. Many have friends in the Old Country and are writing them often. And they write long letters, too—many of them."

Thus, there has been a great deal of business of the larger sort. "A great many of our customers desire to have their own "crest" used on their correspondence paper. This calls for a considerable outlay in itself and when an order is given for paper it is the rule to have the larger quantity supplied. Then, when a woman starts to write, she will use up ten or twenty pages in a short while."

Altogether, the development of trade here has been a steady and a definite thing. It has been consistent with, and dependent upon, the cultivation of the customer, by showing and offering designs that have the little "extra touch."

Words About Buying

In his duties as buyer, Mr. Stilwell pointed out that he endeavored to purchase in the home market as extensively as possible. This had not been possible in the matter of some lines on which a big trade has been built up. In some cases the Canadian maker did not have the variety, Mr. Stilwell said, and for this reason he found it advisable to import certain goods.

With the modern discriminating trade, it was necessary to afford a wide selection and the very best qualities of papers. While it might have been possible to work along on a few lines of a given grade a few years ago, the conditions to-day required one to stock half a dozen, and in some cases, nearly a dozen patterns. If these were not available in the home market they would have to be secured outside, and in many cases this was the experience of the Birks store.

Another feature was that of price. Referring to a specific instance, Mr. Stilwell said, "Recently I bought a quantity of paper from an outside firm. After paying duty and war tax, totalling 45 per cent, my cost was 25 per cent. less than that for the nearest grade I could buy in this market. This is a very considerable difference."

In another respect, some of the home manufacturers were extremely slow in the matter of delivery. Some instances were cited in which the receipt of goods came in six months after the order was placed, whereas the average of delivery from makers in the United States was around three weeks. This was a big consideration.

In conclusion, Mr. Stilwell expressed his wish that all Canadian makers of papeteries should afford a service and a price basis which would secure for them a larger amount of business. He believed that larger plant should be assigned to this work and that if this were done the price objection would soon be overcome. For, with the larger facilities at hand, manufacturing costs could be materially cut.

Mr. Stilwell did make two exceptions, giving credit to recent developments by which Canadian manufacturers showed themselves as being quite abreast of the times.

The bookseller, stationer or printer who lets his stock run down, waiting for lower prices is making a serious mistake. There are no signs of paper dropping and will not be for some time to come. The trouble in the Lower Provinces is to get delivery from the mills.

Retailers Favor Trade Organization

CO-OPERATION

In the questions sent out in reference to working in harmony with similar U.S. trade organizations, perhaps it would have been better to use the term "co-operation" rather than "affiliation." The idea is not to have any organic union with the U.S. bodies, but to co-operate with them to mutual advantage.

Interesting Expressions of Opinion by Representative Canadian Booksellers and Stationers—Majority Favor Independent Organization

BOOKSELLER AND STATIONER has held in abeyance a number of reports from representative retailers with specific answers to questions relative to the subject of a trade organization of the booksellers and stationers of Canada, waiting for an opportune time to present these in the trade paper.

In the last few issues mention has been made of the prospective steps on the part of leading Toronto stationers to form an organization along the lines of the various local associations in the United States which are in affiliation with the National Association of Stationers and Manufacturers in that country.

These references have served to awaken interest of the whole Canadian trade in this subject and now that the war is over and business men turn full and free attention to commercial organization, the time seems appropriate for publishing some of the expressions of opinion of Canadian retail booksellers and stationers on this question which so vitally affects their interests.

A questionnaire was sent out to a selected list of retailers in various sections of Canada and of the fifty-five who took the trouble of filling out replies to the questions presented, only seven favored, as an alternative to an independent organization of Canadian booksellers and stationers, a reorganization as a section of the Retail Merchants' Association.

The complete set of questions put forward were as follows:

For a Canadian Organization

1. Would you favor the formation of an independent association of Canadian booksellers and stationers?

2. Do you think such an association could be efficiently managed for practical service to its members by means of a general secretary for all of Canada and associate secretaries for each territorial division?

Note.—The territorial division plan would enable one or more provinces to form a branch within the Dominion association. All the members of such a branch, would, of course, be members of the parent body. Each branch could hold its own convention, annually or oftener if desired.

3. If an independent Canadian organization such as suggested were formed, would you favor an affiliation of some sort with the American Booksellers' Association and the National Stationers' Association of the United States with a view to working in conjunction with those bodies on matter of policy affecting the trade in both countries?

Alternative Proposal

Would you favor reorganization of the booksellers' and stationers' section of the Retail Merchants' Association, thus benefiting by the general work of retailers being carried on by that association?

Calgary, Alta.—F. E. Osborne does not favor organization under the Retail Manufacturers' Association, his reasons being that the association consists largely of grocers, hardware men and general storekeepers and comparatively few stationers, who would be "lost in the shuffle." He favored an independent organization affiliated with the United States associations mentioned.

Guelph, Ont.—C. Anderson & Co., favored initial organization on provincial basis and affiliation with the United States organizations but also with the Retail Merchants' Association. To make a convention a success he thought it should not be held in Toronto or any other wholesale centre, because the merchants spent too much of their time in the wholesale houses to the neglect of the association's best interests.

Victoria, B.C.—The Victoria Book and Stationery Co. favored an independent association which could at the same time work in affiliation with the R. M. A. "Our interests may sometimes clash with other businesses such as department stores."

Kitchener, Ont.—J. C. Jaimet & Co. strongly favor organization of booksellers and stationers of Canada to work in conjunction with the American Booksellers' Association and the National Association of Stationers of the United States, keeping in touch with everything new that is going on.

Ottawa, Ont.—A. H. Jarvis strongly favors organization, but independent of the R. M. A.

Oshawa, Ont.—Henderson Bros. favored an organization that could work in harmony with the similar organizations in the United States. They would like to see something done in regard to the school text-books. "The profit is small enough without the large mail-order houses selling at cost."

Seaforth, Ont.—Thompson's Bookstore favors an independent organization if majority of booksellers will join and co-operate. Favors affiliation with United States organizations. "The experience of the American booksellers should be of great benefit."

Re R. M. A.—"A local association in each town would have more influence as the retailers could then get closer in touch with Parliamentary representatives in regard to changes in legislation."

Tillsonburg, Ont.—E. F. Davis favored organization but no affiliation with U.S. organizations. "I am strongly in favor of a county organization in conjunction with a Canadian organization; two or three counties could be taken in. Members could meet much more frequently and the interest would be much greater. Delegates could be appointed at those meetings to attend the general meetings."

Favors R. M. A.

The Gaetz-Cornett Co., of Red Deer, Alta., are among the firms who would prefer connection with the Retail Merchants' Association, and give as their reason for this the failure of previous attempts to maintain an independent organization.

Irvin Groh, Strassburg, Sask., also favors direct connection with the R. M. A. "This association has many schemes in hand which will be as much to the benefit of booksellers as any other branch of the trade, and with the power which numbers and unanimity gives, greater progress can be made in the way of finding protective legislation, and watching the trend of other matters."

S. Jessop, Sudbury, Ont., wrote that he was a member of the Retail Merchants' Association and was anxious to see it successful.

G. E. Copeland, Windsor, Ont., did not think there would be sufficient support for an independent organization that would have enough weight to make it worth while.

J. S. Copland, Brockville, Ont., expressed the view that if stationers could co-operate with the R. M. A. for legislation affecting general retail trade, while at the same time maintaining a separate organization, more effective results might be obtained along their own line, but the organization would have to be efficient.

Johnston's, of Kenora, believed in centralization in trade organization. Thus better salaries could be paid officials and better men employed to look after interests which were mutual in all branches of retail trade. For that reason they favored the alternative plan of reorganization as a section of the Retail Merchants' Association.

Further expressions of opinion on this subject will follow in the next and succeeding issues, and by keeping eternally at it the desired result of seeing an organization take definite form this year, should be realized.

Members of the trade who would like to join in the discussion are cordially invited to send in contributions or make suggestions, to be followed up by the editorial staff. Trade organization is a live topic and is deserving of the best thought of all the retailers.

Methods Used by Successful Retailers

SUGGESTIONS WANTED

Contributions in the form of letters for reproduction in BOOKSELLER AND STATIONER or photographs of good counter, show case or window displays are always welcome. The Editor.

Some Leaves From the Other Fellow's Book — Ideas and Methods That Are of Suggestive Value to the Retail Trade

PAUL SAKS has found his recent move from a location on St. Catherine Street, West, Montreal, to one nearer the centre of the retail section of the same street, very satisfactory. "Business is fully 25 per cent. better than it was last year for the first portion of 1919," said Mr. SAKS to BOOKSELLER & STATIONER. "And last Christmas business was fully 50 per cent. better than that for 1917. Location is really a big factor." Mr. Saks is a believer in closer co-operation with his fellow business man. Sometimes we haven't just what our customer wants. We advise, in this case, our nearest neighbor handling the same line, and are glad to do this. In like manner we get customers who have asked for something there and who have been sent in to us," said Mr. Saks. This is surely a modern spirit of sensible co-operation and is to be commended. It ought to be more widespread than it now is.

Of all the helps the retail dealer can make use of, Mr. Saks believes that one's display windows are the best. To this end he makes the best possible use of his, and it is profitable. Rents are high, and one should make the windows pay a big share of this. If they are properly used this result will be obtained. To sell the customer, one must get the customer within the store, and then real service and quality goods must be offered him. Mr. Saks stated that he had many customers of long-standing, and they had been retained because of the service which had been given them, and the quality of goods sold had much also to do with commending the customer to the store.

Mr. Saks has been developing a nice stationery business. Papeteries are selling more all the time and we are selling a better line too. The higher-priced papers are in demand, and tinted papers are very popular," he stated. "A line at $1.50 will sell more readily than a cheaper one."

About fifty per cent. of the business Mr. Saks does is in picture framing. "We have many old customers who have had us to do their work for years. It is a profitable line and affords a nice business all round."

As there is plenty of room in the store, and a little more than is required, Mr. Saks has a flower department at the front on one side, and right at the entrance. This has proven to be a profitable arrangement. In the first place, the rent of the store is much reduced through having this department, half of the outlay being returned by the party renting the space. And in addition to this, many customers coming in for flowers purchase novelties, writing papers and other lines. "It has been a very good arrangement," Mr. Saks said.

MAKE WINDOWS PAY THE RENT

Window dressing is a hobby with F. E. Phelan, Limited, St. Catherine Street West, Montreal. Having one of the best display windows in Canada, and with a much greater amount of actual display space than that possessed by the average store. Mr. Phelan, Jr., takes a great pride in keeping these windows tastefully dressed. It is his aim to make them sell the goods and if windows succeed in this way the rental charge for the store is very materially taken care of.

Prior to the 17th of March, St. Patrick's Day, excellent use was made of the big centre window. A striking display in genuine "Seventeenth of March" green color scheme was worked out and was one of the best windows Mr. Phelan has dressed. To BOOKSELLER AND STATIONER it appealed as a "selling" window, and as Mr. Phelan has always pointed to the advantage of displays and to the actual results attained there is little question that this one yielded results.

Green flags were used at the back and served to lend an effective touch to the arrangement. In the foreground and on the floor of the window an "Old Irish Song Book" was featured.

One of the lines shown which probably sold well was that of papeteries in green boxes, and suited to the natal day of Old Ireland's patron saint. These were offered at the attractive price of 35c per box, attention being called to them by a neat card, with price appearing, and which was placed prominently at the back so that it could be read from across the street.

Altogether, with neatly placed paper novelties throughout the window, including napkins, etc., the window was timely and impressive.

THRIFTOGRAMS

"Thriftograms" consisting of quotations from Bolton Hall's unconventional book, "Thrift," are being used in the nation-wide campaign of the War Savings Organization in the U.S. Mr. Hall has the gift of epigram. His book has a sparkling quality. It amuses the reader while laying down sound philosophy of the twentieth century Poor Richard order. It is as timely a book in Canada as in the U.S. in view of the continuation of the thrift campaign on this side with the urging of the people to buy thrift stamps.

GIFT NOVELTIES

One of the best ideas for advertising and popularizing a gift shop department was that recently adopted by the Horace E. Fine Co., Trenton, N.J., says "Picture and Art Trade." There is usually such a demand on the window space of stationery, drug, art or department stores that it is impossible to give the gift department the continuous publicity it should have. It is a department that appeals largely to the transient and tourist trade, and its existence should be made known to the public at all times. The problem was solved by the Fine Co. by suspending from the ceiling of the show window a swinging shelf—the supports of brass and the shelf a glass slab—draped with a scarf of gold-hued velvet. Displayed on the shelf was an art card in green and gold: "Watch this shelf for unusual bargains." A long narrow card, fastened to the bottom of the shelf gave the suggestion:

A TIP

Wise ones are taking advantage of these offerings for future birthday and other gift occasions—even for next Christmas.

The gift novelties displayed on this shelf are changed frequently, and every article shown bears a small card giving the price. A recent showing consisted of candlesticks, holding red, white or blue candles; several small framed mottoes; framed nature prints, and cut glass flower holders. At the same time the floor and background of the window were draped with golden-hued plush, upon which were fastened sprays of yellow flowers and green foliage. Down in front were shown Easter cards and novelties of various kinds.

HOW TO SELL MORE CARDS

The clever salesman to-day is the one who sells the customer something that he did not ask for. If you will go over your stock of greeting cards and select one dollar's worth at retail, comprising the following occasions, Birthday, Wedding Anniversaries, Baby Cards, Illness Cards, and Sympathy Cards, the chances are that a goodly percentage of your customers would purchase this assortment in order that they could have a card or two for each occasion in their house, to take care of hurried needs for any occasion that arises.

Just think how much you can increase your business by selling assortments of this kind, and in many cases your customers will thank you for calling attention to the fact that you have this inexpensive assortment. Of course, Birth-

days and Illness Cards should form the majority of the assortment. Try this out!

Here is a suggestion for a newspaper advertisement to take the form of a "reading notice."

"Previous to the signing of the armistice great numbers of greeting cards of all kinds and descriptions were being bought and sent across the seas to the boys over there, but the moment the armistice was signed the people on this side of the ocean apparently forgot that the boys over there still need the messages from this side of the water and it is hoped that this custom will not be allowed to die out.

"Make it a point to send a card or a little message of cheerfulness at least once a week to those friends and relatives who you know are still across. It will do them a great deal of good, and the expense and time involved will mean nothing to you. You can find just the cards you want to send in the comprehensive stock of greeting cards for all occasions at Blank's Bookstore."

DIE-WIPING PAPER

A new development in die-wiping paper is the glazed linen product of the Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia. Merits claimed for it are that it will not break while running the tackiest of gloss inks. Its smooth service enables it to work on picture and hair-line work of the finest quality, as well as general script and block lettering. Being made of a specially prepared pulp, it has a soft texture that will not wear the dies. Rolls are hard wound and free from lint.

Among the novelties illustrated in the catalogue sent in by Ferdinand Straus, Inc., 7 W. 22nd St., N. Y., is a mechanical device called the "Knock-out Prize Fighters," a clock-work toy operated by a ring lever which stops or starts the mechanism at will. There are many other similar novelties listed and illustrated in this catalogue, including "Tombo," the Alabama Coon Jigger, which has made quite a reputation for this house on the score of novelty productions.

TOY MAKERS ORGANIZE

An association to be known as the American Toy Exhibitors was formed at a meeting of toy merchants who have been exhibiting at the Hotel Imperial in New York. The association will work toward bringing about a cordial relationship between buyers and manufacturers in the toy industry. Ninety toy concerns have joined the association so far.

One of the largest manufacturers of toys said that the toy business in the United States has been phenomenally good since the first of the year and all indications point toward a continuation of this condition.

The Definite Appeal

Good Specialized Advertising For Book Trade by Litchfield's, of Victoria

LITCHFIELD'S, of Victoria, B.C., a new bookstore, but conducted by Henry O. Litchfield, who has had many years' exerience in the book trade, are doing some good book advertising of a specialized nature with a definite appeal in each case. Mr. Litchfield says he is seeking to get in touch with youths, and to that end advertisements are run in the Collegiate School Magazine. The accompanying reset ad. shows the advertisement appearing in the current issue. This idea should appeal to other booksellers and is worthy of adoption.

In an advertisement in another paper of more general circulation, the Spring appeal is made. The wording is as follows:

The Glorious Spring Will Soon be Here!

YOUR BOOKSELLER

Has already planned for your requirements for the bright sunny days.

We shall carry a full line of handbooks on Gardening, Flower Culture, Poultry Raising, Outdoor Pets, Tennis, Golf, Swimming, Boating, Sailing, and other robust outdoor sports.

Get the habit of dropping in during spare moments and look over our books. You will be welcomed.

LITCHFIELD'S
1109 Government St., Royal Bank Opposite
Phone 5736

OUR MOTTO:
"SERVICE"

DON'T RUN away with the idea—that musty School Text Books are the only volumes found in a Bookstore. As you mature in life, you will discover—

YOUR BOOKSELLER

has works on his shelves to suit all your moods and requirements:

CRICKET — FISHING
GOLF — PHOTOGRAPHY
TENNIS — SWIMMING
MOTOR BOATING AND CANOEING

And many others covering the deeper problems of to-day. Reader, we would like to make your acquaintance, and place our experience at your service.

LITCHFIELD'S

1109 GOVERNMENT ST.
VICTORIA — Royal Bank Opposite — PHONE 5736

SALE OF WAR SAVINGS STAMPS IS SATISFACTORY

Reports from various portions of the Dominion show that the sale of War Savings and Thrift Stamps is making progress in a very satisfactory manner. Pembroke asked for a $1,000 supply of

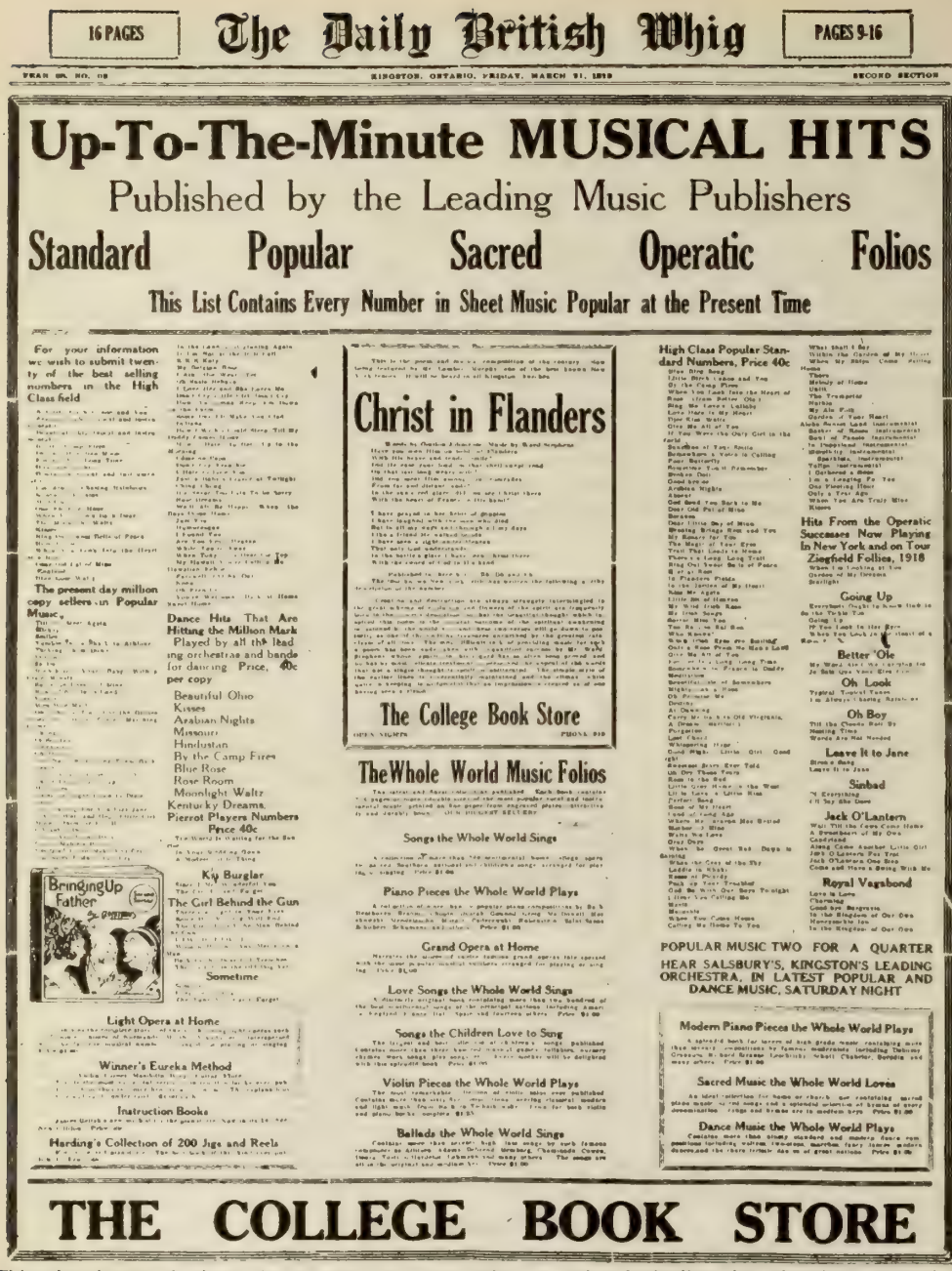


Thrift Stamps, which meant 4,000 stamps. Now every merchant in the town is selling them. The town's first allotment was less than $400 worth.

ELECTRIC FLASHER WINDOW-SIGN



This idea for attracting attention is one that is to be commended and the practice of using such display features is on the increase among progressive booksellers and stationers.



16 PAGES

The Daily British Whig

PAGES 9-16

YEAR 68, NO. 78 KINGSTON, ONTARIO, FRIDAY, MARCH 21, 1919 SECOND SECTION

Up-To-The-Minute MUSICAL HITS

Published by the Leading Music Publishers

Standard Popular Sacred Operatic Folios

This List Contains Every Number in Sheet Music Popular at the Present Time

For your information we wish to submit twenty of the best selling numbers in the High Class field

The present day million copy sellers in Popular Music.

Dance Hits That Are Hitting the Million Mark Played by all the leading orchestras and bands for dancing Price, 40c per copy

Beautiful Ohio
Kisses
Arabian Nights
Missouri
Hindustan
By the Camp Fires
Blue Rose
Rose Room
Moonlight Waltz
Kentucky Dreams
Pierrot Players Numbers Price 40c

Ky Burglar
The Girl Behind the Gun
Sometime
Light Opera at Home
Winner's Eureka Method
Instruction Books
Harding's Collection of 200 Jigs and Reels

Christ in Flanders

The College Book Store

The Whole World Music Folios

Songs the Whole World Sings

Piano Pieces the Whole World Plays

Grand Opera at Home

Love Songs the Whole World Sings

Songs the Children Love to Sing

Violin Pieces the Whole World Plays

Ballads the Whole World Sings

High Class Popular Standard Numbers, Price 40c

Hits From the Operatic Successes Now Playing In New York and on Tour Ziegfeld Follies, 1918

Going Up
Better 'Ole
Oh Look
Oh Boy
Leave It to Jane
Sinbad
Jack O'Lantern
Royal Vagabond

POPULAR MUSIC TWO FOR A QUARTER

HEAR SALSBURY'S, KINGSTON'S LEADING ORCHESTRA, IN LATEST POPULAR AND DANCE MUSIC, SATURDAY NIGHT

Modern Piano Pieces the Whole World Plays

Sacred Music the Whole World Loves

Dance Music the Whole World Plays

THE COLLEGE BOOK STORE

This advertisement is shown for its value as a suggestion to other booksellers for advertising musical publications. This is a reduction of a full page of "The Daily British Whig," of Kingston, Ontario.

CARD WRITING IDEAS

Some Observations in Montreal Stores—Two Examples of Effective Cards

By ROBT. T. D. EDWARDS

MANY firms throughout the Dominion have excellent systems for show-carding their stores. Some of these systems are based on one principle and some on another. Some from an economic point of view, others from a uniformity standpoint. Others use their cards as for the decorative effect to their store. Many have all three principles embodied in their show-carding scheme, but you will find that all systems worked out are subject to local conditions, both from the kind of trade catered to and the various systems necessary to secure business in the various localities.

These various systems are interesting indeed, especially to those who use this form of advertising.

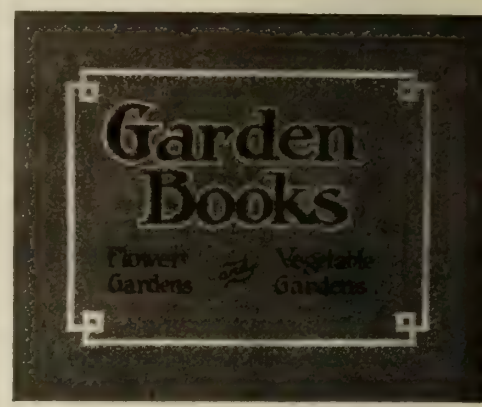
There is a store in the City of Montreal where the system for placing show cards on merchandise is worth while knowing. It has a somewhat different method to that usually used by the departmental store.

The principle of this firm's system is to change its cards often; to give the public a complete set of show cards to look at least every season of the year and to make the change so striking that it will be quite noticeable. For instance, they may use a white card for the winter months and as soon as the spring season comes they in all probability will change to a light green, and then from green to some other noticeable color for the summer. They change their cards for the various seasons and they find it puts a lot of life into their inside advertising.

There are a good many firms who do not believe in using highly colored cards for other than sale purposes, but this firm seemingly has had good results from this method and we pass it on for what it is worth to other firms.

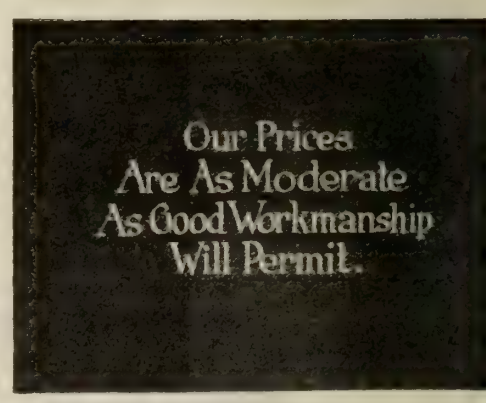
Must Watch This

One thing that is most important in show-carding a store after this system is to see that only one color card is up at one time. It has been found that clerks very often follow the line of least resistance, and if yellow cards are in use and they have nothing but a green card in the department to meet the requirement they would use it rather than take the trouble to get a new one. It should be instilled into those in charge of the cards for each department to see that nothing but the one color card be used at one time.



Two Good Cards

Your attention is called to the two card reproductions on this page. The card referring to "good workmanship" will apply in the case of a display of wedding invitation cards, visiting cards, embossed correspondence papers, etc., a branch of trade which is not developed as it should be by some stationers. This half-tone is reproduced from a card done with white lettering on a brown mottled board card.



The other card is done on a medium dark mat board with a broad gold border design. The lettering is a modern Roman in black ink.

More About Office Equipment Display

SOME UNITED STATES EXAMPLES

This article from the "American Stationer" supplements the article in the March issue of BOOKSELLER AND STATIONER on "How to Display Office Equipment." It presents plans worthy of emulation.

Some Effective Windows in Representative American Stationery Stores—Good Methods to Adopt

THE volume of office furniture business that the stationer does depends on the amount of advertising he devotes to this particular department. If the advertising is considerably less than that devoted to the other departments the stationer can only expect a correspondingly smaller office furniture turnover. If, on the other hand he takes advantage of every opportunity to parade his office furniture department the latter will pick up accordingly.

Office Reproduced in Window

Clark & Gibby, Inc., New York, recently arranged a window display of the various pieces of office furniture like a typical office. The polished hardwood floor was minus rugs and similar furnishings which sometimes convert the office into a home. The crowded effect was avoided by displaying the various pieces of furniture around the sides of the window. At the far left corner was the stenographer's desk, with typewriting table extended and a chair placed partly underneath.

Upon this desk was a shaded desk lamp. A foot or so away to the side was a large card cabinet, with its drawers open and the cards inside. In the middle, at the rear, was the manager's roll-top desk, open and with a shaded office lamp on top. A chair was placed in the right angle for working at the desk. At the rear right hand side was a business library bookcase with an office lamp on top. A chair was placed beside the bookcase. In the middle, placed sideways so that it would balance the furniture displayed on each side, was a large office table, equipped with a tray, blotting-pad, ink wells and pens. A little to one side reposed the chair.

Display of Filing Cabinets

Cobb-Macey, Dohne, Inc., of New York, justified the use of two rugs, one at each side of the rear of their window trim. It was obvious that the floor coverings were there to protect the beautifully finished hardwood floor from being scratched by the filing cabinets. The large filing cabinet in the middle was open, and the legs rested on the far ends of each rug.

Two smaller filing cabinets, one at each side, were placed near the middle of the rugs. Down in front the two sides were occupied with open card index boxes, filled with cards. In between was a file box.

The National Office Furniture Company, New York, have introduced the special in the office furniture business as a means of appealing to the business instincts of the business man. Recently they offered letter and legal size trays at $1—the regular price being $1.75.

Footer & Davis Company, Atlanta, Ga., call themselves the "Business Man's Department Store." This novel title is suggestive of everything in office appliances under the sun—and the concern in question endeavors to live up to such an imposing description.

The McAllister Mohler Company, Columbus, Ohio, compare the office with the home in pushing high-grade office furniture:

"A well-furnished office is one of your greatest assets. You should exercise the same care in choosing furniture for your office as you do in your home.

"Your clients are apt to judge your success and prosperity by the quality of your office fittings.

"A desk of good quality costs more than one of the same size of cheap, shoddy construction, and it looks it."

Office Outfits for the Farmer

The Flint Bruce Company, Hartford, Conn., do not consider that the business men of their town are the only prospects. Being in an agricultural territory, where farmers are apt to come to town frequently, they realize that the modern farmer buys tractors and other power farming equipment to operate his farm in a thoroughly efficient manner. Yet, on the other hand, his office is equipped in much the same manner that it was fifty years ago. This is due partly to the lack of enterprise on the part of the office outfitter in considering the farmer as a prospect. The Flint-Bruce Company took advantage of a farmers' convention to announce in the local papers that:

"No farm to-day is thoroughly efficient without a good, completely-fitted office. You are under no obligation to buy. But don't blame us if we sell you something after you get in here. Mr. Agriculturist is given the glad hand."



The delegate from Ireland sends in his card.

Before the farmer entered the store he was further convinced by an attractive farm office window trim.

"Dollars in This Window"

The A. W. Shaw Company, New York, avoided such trite statements as business books for sale and giving the prices of them. A card in the middle explained that: "There are Dollars in this Window for You." The books at the rear of the window were standing in upright positions. In front the books were lying flat on the floor.

There was never a better time for the stationer to push his office furniture department, now that so many concerns are are about to make extensions to their businesses after having been restricted by war conditions.

STATIONERS' GLASSWARE

Stationers' glassware frequently proves to be one of the most profitable items in the stationer's stock, especially if prompt deliveries, attractive merchandise and good relations with the manufacturer can be secured. There is no merchandise that can be shown to better advantage or that gives more "tone" to the appearance of the store than glassware, and consequently when a dealer can procure a line that meets the requirements outlined above he is certain to have stock on which he can secure profitable turn-overs.

TIMELY TIPS

Is the advertising of your store as well written and interesting as it could be?

Is the merchandise you offer as desirable as it should be?

Are the assortment, quality and standard of your goods all to be desired?

Is the assortment as complete as that of rival stores?

Are the windows of your store changed as often as those of other stores in your vicinity?

Are your lighting, interior decorations and display as clever and original?

Have you noticed if your signs, placards, and price tickets describe the goods fully, and are they bright, clean, and well made?

Are the glasses in your doors, windows and casements clean? Women folk have a habit of noticing such things and shunning the store that is uninviting.

Have you taken advantage of the modern labor-saving devices now on the market?

Do you stick to old-fashioned methods of handling money, wrapping packages and delivering goods?

Do you realize that the opinion of an unbiased critic is at times helpful, even if you do not agree with him?



Window Display Suggestion

Leather Goods in Stationery Stores

DISPLAY IDEAS

The illustration appearing on this page shows window displays of two lines which are deserving of the earnest attention of stationers. A good window card phrase for the leather goods display would be "A Trunk or Grip For Any Trip."

A Profitable Line Which is Receiving More and More Attention
Sporting Goods Another Good Line For Stationers

THE latest word from New York states that manufacturers of hand bags there are all showing a silk pouch bag for spring. It is made of black moiré and corded silk, about six inches wide and eight inches deep, finished with a three-inch silk tassel. Chenille tassels are considered passé for spring. The frame of these bags are metal and the handles of silk. Canadian houses are also including a number of the same nature as the above style in their new ranges.

In purses, some exclusive numbers for spring are noticeably longer than these which have been in vogue. They are no deeper; usually the familiar size would average about 6 in. by 4 in., whereas the new size is about 8 or 9 ins. long and 4 ins. deep. These are shown in fine-grained leathers, well made and finished as a rule, and sell in the shops at $8 and $10 each. A new feature on one of these designs shown by a Toronto manufacturer has the fastening flap opening downwards instead of upwards. That is the purse folds down in the usual way, but instead of fastening directly on to the under section, there is a tongue which comes up from the under part over the flap and snaps on to it. This method eliminates the tendency towards bending the flap out of shape when it must be lifted first in opening the purse. The new idea is shown on a number of different designs and sizes.

Patent leather and vachette are selling well for spring. Possibly the bulk of business will be done in these lines since they are produced in good as well as medium qualities. Some are finely grained, others ribbed, and some are left plain.

There are some handles shown with ends stitched on to the purse, but favor is more centred on the handles attached by ring ends to the top edge of the purse. This type of handle is much preferred to the strap handles through which the hand passes flatly.

Some colors are shown in novelty lines. There is some call for reindeer, grey, brown, British red and Victory red, a few blues and tans, but smartly dressed women, as well as those with conservative tastes, will carry black in the majority of cases.



TWO POPULAR FRAMES

Above is one of the new "one-piece" celluloid bag frames with self-clasp and rings for rope or ribbon handle. The lower one shows a new artistic design in unchangeable metal.

In the Window Display Suggestion herewith, sporting goods, including fishing tackle and supplies, lawn tennis goods, golf supplies, etc., are featured in one-half of the window. The other side is devoted to a display of traveling bags, cases, suit cases, etc. The display is a most effective one and shows how these lines may be featured to advantage.

Both these lines are of importance in many book and stationery stores, and more and more attention is continually being devoted to the development of these branches.

The spring is one of the most active seasons of the year for sporting goods, especially fishing tackle, baseball goods and tennis supplies, so that such a window display in April or early in May will be most timely.

As to leather goods, most of the items shown in this display are the larger items. Heretofore, most stationers have confined their leather goods stocks pretty largely to flat goods and ladies' hand bags, but gradually the leather goods departments are being extended to include traveling bags, suit cases and in some cases trunks. All these lines, for instance, are carried by Cloke & Son, of Hamilton, with a goodly stock of each of the several individual lines that have been mentioned, this constituting a most pretentious leather goods department. There are other stationers who give a correspondingly large amount of space and attention to leather goods and with some of them this branch ranks on almost an even basis with the book and stationery branches of the business.

In this connection, stationers may well turn over in their minds the signs of the times afforded by the establishment

of stores in the larger cities, these stores being exclusively devoted to leather goods. One of the latest of these is the London Luggage Shop, recently opened on Yonge Street, in Toronto. This should be a sufficient incentive to convince stationers that the leather goods business done on a proper scale affords them a good opening for branching out and increasing their business with a line that is ever in demand and which is known to yield good margins of profit, with a minimum of waste in the way of dead stock.

NOVELTIES

The newest fancies in jewelry are quite novel. They include a good deal of fancy bead work, chiefly in a bright scarlet shade. Beads in this color in both wood and composition are made up into a great variety of novel and irregular styles in necklaces, and also the long rope effects. The beads are in different shapes, some being very long and others smaller and round. These beads are usually separated by dull gold filigree beads, or else they are strung on a cord the same color, and the cord is knotted between the beads. Long pendant effects are made with the odd shape beads and metal work in front. The wooden beads are about ½-in. in diameter and are shown in a number of fashionable colors, such as jay blue, scarlet, bright green, jade, and any of the other fashionable colors.

Another important item in this department just now is the big range of novelties in celluloid or pyroxylyn or French ivory, or bakelite, or whichever other member of the same family one happens to meet.



EASTER PURSES

Illustrating the smart new lines in designing and the fashionable types of handles and leathers. Above is a pin seal purse, next is cachette and below one of the dull grained grey leathers with new flat clasp and in longer size, which is coming into favor for Spring.

ART BASKETS—WILLOW FURNITURE

WHILE the art of basketry has proven very successful as an occupational training for invalided soldiers, it has had other effects which require some adjustment. When it was decided to train teachers to instruct the soldiers in the construction of the various articles which come under the head of "basketry," the first big difficulty which had to be met was the procuring of willows for the work. Before the war the big proportion of these came from Germany and some from England. During the war what could be brought in at all came from England. The Government found it necessary, therefore, to commandeer supplies which were coming in for furniture manufacturers and use them for the soldier work.

As a result the large retail stores have been unable to keep up their regular supplies of this merchandise. They imported some from the United States, of course, and have been showing as well a number of new developments in wooden furniture, such as cribs, chairs, chests, tsands, etc., made light in weight and attractively enamelled.

Supplies of willows are a little easier now, however, and manufacturers hope to get enough from England steadily now to take care of domestic business. Even though the occupational work continues there should be enough willows coming to cope with urgent needs at least.

With the growing importance of infants' departments and the increasing number of them, there is little doubt that the manufacturers will be kept busy supplying the goods of all kinds which are so varied and so necessary in the complete departments.

A FINE EXHIBITION

This year's spring exhibition of holiday goods at the Copp, Clark Co., held as usual on the fifth floor of their warehouse, is a most comprehensive array of goods, especially suitable for Christmas trading in the book and stationery business.

There are shown perhaps a greater proportion than ever of goods made right in their own plant, these including a wide variety of holiday papeteries, various games, novelties and books.

These, with the imported lines go to make up a choice of goods sufficient to provide a holiday stock adequately wide in variety to meet all save extraordinary requirements.

Many buyers have already been in and the selling staff will be kept busy for another month.

The displays of calendars and books are particularly fine, the books occupying one whole side and one end of the big show room. The books run the whole gamut from the five cent toy book up to expensive gift books in editions de luxe.

In "The Golf Course Mystery," a detective story, Chester Steel adds to the laurels he gained with his "Diamond Cross Mystery."

Income Tax Daye



The retail merchant "Hell -p"

HIGH COLORS SCARCE

Wall Paper Prices Advanced—Improvements in More Subdued Effects—Tapestries Strong for Spring.

WALL papers for the Spring are showing an advance of 25 to 35 per cent. over prices of 1919. This is due partly to increased prices of paper, but mainly to labor advances and higher costs of colorings and other raw materials that form so large a part of the cost of manufacture. As before, the high colors, especially the reds and greens will be very scarce, as well as browns. These colors cannot yet be secured in Canada, the States, nor England, although marked progress in colorings has been shown in scores of other shades. Indeed most of the colorings for wall paper manufacture, according to one of the largest firms, now come from Canada. This line of manufacture has been greatly developed recently among the paint firms, and the results are reported as very satisfactory. The heavy colors it has seemed almost impossible to reproduce; this applies to textile colorings as well as those used in the making of wall paper for at base they are practically the same.

Canada Exports Wall Papers

The situation in regard to plain papers shows no difference. All of these of English manufacture are still shut off, in fact most of the mills there are working on munition orders so that home supplies are not looked after either. It would be difficult to start the making of the oatmeal and other ingrain papers in this country as special machinery of a costly nature is required. This applies also to tile papers, but apart from this aspect the Canadian makers are so busy that they have no heed to branch into new fields. BOOKSELLER AND STATIONER is informed that there has been a very gratifying development in export trade, especially in the past year or so, and prospects for the present season are very bright. All that prevents an enormous development is the lack of shipping, but the facilities from Vancouver at least have much improved. In one of the factories BOOKSELLER AND STATIONER was shown large shipments ready for South American centres, Brazil, Chili, etc. Much of this trade was held before the war by the Germans, so that the Canadians in getting into the field are helping in an economic war. It is hoped to hold a large portion of this when the war is over.

Trade with Australia and New Zealand has been good for several years, and had reached a respectable figure even before the war. This has increased very considerably since. In addition the West Indies is proving a good market, so also is South Africa. It is interesting to notice the labels on the outside of the bales that are being shipped to some of the countries of South America. On one there were three inscriptions as a warning:

USE NO HOOKS
NO USE CARBATOS
NO USE GANCHOS

One of these words was said to be Spanish for hooks, for the other the informant could not vouch, but it was genuine enough to be understood on the docks of South American countries.

As to Patterns

Tapestries will be strong for Spring, especially for halls.

Cut-out borders are in greater demand even than during the past season. They are favored for ceiling finishes as well.

The all-over flower patterns for bedrooms are shown very extensively. Some have an overprint treatment, producing a soft shadowy effect in some new and pretty designs.

One firm calls special attention to one of its new lines featuring a silky monotone design with brightly contrasting border in different tones. They add, "public taste has been improving for some time, and by well-directed efforts it is possible to sell the better grade papers to emphasize the attractiveness of them rather than making a special feature of low prices. In this way business can be placed on a higher level and made more profitable for the dealer."

Old tapestry hangings are reproduced on paper retaining the appearance of cloth.

Japanese leathers are quite distinctive in wall hangings. They range from burlap weaves to hand-tooled designs.

WALLPAPER BOOMING

One of the leading wall-paper manufacturer states that never before in their history has business been so good with them. Orders from all over Canada are nearly double what they were in past best years. This means one of two things, or both, that the manufacturers are turning out more attractive and more satisfactory goods, and that something is stimulating the people to "paper up." There is every reason to believe that both forces are operating. Manufacturers have been attending to improvements of design, coloring, display, etc., and endeavoring to satisfy the naturally good taste of the prosperous Canadian people, and the joy of the home-coming of the boys, particularly at the spring of the year, is stimulating many a householder to "dress up" the house and make the veterans feel like making a fresh start with good cheer. Naturally cheery, though not "loud" papers are in demand. Chintz and tapestry effects in nicely blended tones and with artistic cut borders are favored. Some stripes are selling if they are not too striking or decided.

WAR PICTURES

"Canada's Answer," by Norman Wilkinson, is the first issue in the series of Canadian War Memorial Pictures, all reproduced in color process and suitably mounted. Others to follow are (2) "Patrol in the English Channel," by Julius Olsson, A.R.A.; (3) " Canadian Stationary Hospital," by Gerald Moira; (4) "Second Battle of Ypres," by Richard Jack, A.R.A.; (5) "Battle of Vimy Ridge," by Richard Jack, A.R.A.; (6) "Cloth Hall, Ypres," by J. Kerr Lawson; (7) "Ypres, From Kemmel," by D. V. Cameron, A.R.A.; (8) Landing of the First Canadian Division at St. Nazaire, 1915," by Edgar Bundy, A.R.A.; (9) "War in the Air," by C. R. W. Nevinson; (10) "The Flag," by Byam Shaw.



THE CANADIANS AT YPRES. After W. B. Wollen, R.I.
(The Historic Stand made by Princess Patricia's Regt. is faithfully portrayed.)
This is a picture published at $3, mounted, that should be a big seller in every Canadian book and stationery store.

Anxious to Satisfy Canadian Trade

BRITISH INDUSTRIES FAIR

The accompanying report of the great British Industries Fair in London presents first hand information from our London branch, telling of the progress of British manufacturers and their outlook for export trade.—The Editor.

British Manufacturers of Stationery, Fancy Goods, Toys and Games Have Adopted the "Now or Never" Policy

LONDON, Mar. 8, 1919.—This exhibition, organized by the Board of Trade, opened on February the 24th and closed its doors on March the 7th. exhibitors were confined to actual manufacturing firms in the following trades: Earthenware, porcelain and china trades, glass and glassware trades, fancy goods trade, stationery and printing trades, paper and toys and games trades.

The intention of the organizers was to restrict the class of visitors to bona fide buyers for home and overseas markets. Certainly the show was well attended, and generally speaking the number of enquirers and potential buyers appears to have been considerable and greater than previous years. Belgian, Dutch and Scandinavian buyers were numerous, South African and Australian fairly so, but it was too early in the year to expect anything like a record attendance from Canadians.

In placing orders and discussing prices there was a tendency to assume too readily that the armistice must of a necessity be synonymous with an immediate return to peace conditions. It is by no means an easy task for the overseas buyer who has not done business with the home producer since the war, or at any rate since the war conditions practically paralyzed the export trade, to realize the many factors which are putting up prices that should be falling, and playing all kinds of fantastical tricks with the business machine.

The resourcefulness of the British manufacturer is extraordinary, and, if this particular exhibition has done nothing else, it has served to show that he has been sufficiently wide awake to produce under extremely difficult conditions lines of goods which were before the war the sole monopoly of Germany and Austria who paid a much smaller pre-war wages bill and turned out in most cases an inferior article.

To-day British manufacturers are up against increased wages and labor trouble, lack of shipping facilities, scarcity of raw materials, limitation of plant (due to conversion for making munitions), and all the attendant evils of a devastating war. In spite of this, given fair opportunities and sympathetic understanding from overseas, the British manufacturers are thoroughly capable of holding their own in the world's markets. They are resolved to stand up to Canadian trade, and although at the present time firms are, in a great number of cases, unable to turn out sufficient stuff to satisfy the home market so large is the demand, yet there is extreme optimism about increased production in the near future. It is undoubtedly a most critical period, and "now or never" must be the policy of the British manufacturer.

Bags With British Frames

Great progress has been made in this direction and several new features have been added to the trade. Ladies' bags and purses are fitted with British frames at last, and very fine frames too. Hitherto, due principally to the fact that English makers turned their backs on this class of trade as something beneath them, the output was divided between Germany and the States—the war has killed the former and the lack of available tonnage has effectively shut off the latter and secured the Briton a new, and what seems likely to prove a progressive industry. Prices are, of course, high, but when steel gets easier and manufactured brass finds the level of present ingot the export trade should go ahead by leaps and bounds.

J. G. Beddoes of Birmingham are an enterprising firm of exporters who may well be mentioned in this connection.

All fancy goods requiring leather and skins are affected by the scarcity of hides. Calf is very scarce, morocco is easier, sheep skins are difficult—in fact at the present time morocco is cheaper at the price than skins owing to the high cost of labor employed in splitting sheep skins into skiver.

Some of the lines in which a big Canadian trade is expected are very fine indeed. Well-made suit cases, leather cases in solid and fancy leathers were wonderfully attractive, and tasteful ladies' fancy bags in leather and silk, purses, note cases, and fitted cases of all descriptions figured preminently.

Firms worthy of mention to Canadian buyers are: A. Garstin and Co., London; Ormiston and Glass, Ltd., London; Thomas French and Son, Ltd., London; and Harper, Woodhead and Co., London.

Brushes and Combs

The supplies available of brushes and combs seem to be fairly plentiful. The quality is good, only the best English materials being obtainable for manufacture. Quite a number of houses have good stocks in hand for early export to Canada, amongst them Neuhafer and Levi of London.

Printing and Stationery, Calendars, Etc.

Manufacturers of a wide range of goods from calendars and Xmas cards to pocket classics and expensive volumes reported many enquirers from overseas. The majority of firms intend making a big bid for Canadian trade, and many already have good and suitable stocks on hand. Naturally prices are higher owing to imported paper shortage, but the quality is up proportionately in consequence of the finest home-made papers only being obtainable. Excellent hand-made stuff was observed on all sides. In the opinion of the trade there never was a more promising opportunity of continuously turning out good stuff.

Firms worth noting were: Millar and Lang, Ltd., Glasgow; E. T. W. Dennis and Sons, Ltd., of Scarboro; Hills and Co., Ltd., London; Lyons, Ltd., Glasgow; The Philco Publishing Co., London; and Wm. Ritchie and Sons of Edinburgh.

Picture Post Cards and Photo Cards

Producers of this class contemplate a brisk trade. This is another line in which the British manufacturer has stepped into the shoes of his hitherto formidable German competitor, who, before the war ,had matters all his own way. It is thought that Germany will never again be in the position to command the cheap labor which gave her the key to low prices. British photographic printing is first class and much superior to last year on account of better quality board being obtainable. Prices are steady, and factories are rapidly expanding to meet big demands.

The Pen and Pencil Situation

Pencil manufacturers have experienced much difficulty in obtaining supplies of cedar wood, and this has been the chief obstacle to the large output demanded by the absence of German and Austrian competition. It is quite possible that if cedar wood is not forthcoming from America in large quantities soon some other kinds of wood will have to be taken into use. A good standard of quality and excellence is being maintained by Geo. Rowney & Co. of London, and Arthur Johnson, Ltd., of London.

Pen nibs are inclined to be scarce, owing to factories having been taken over for munitions, and fresh production hindered by the necessity for the remodelling of hand presses before they can again be worked to full advantage. The trade being a peculiarly skilled one and highly specialized, the few firms engaged are finding it extremely difficult to replace men lost in the war.

Hinks, Wells and Co., of Birmingham, and Macniven and Cameron, the "Waverley Pen People of Edinburgh," are getting the situation well in hand.

The Fountain Pen Trade

Makers are unable to meet the demands which have increased tremendously during the war. There are plenty of materials available, but labor is scarce. Prices are steady, and in comparison with other articles of the stationery trade, the rise is not so great. The cost of gold for nibs is 70 per cent. more than pre-war figures. There is not so much variety of styles, and "stylo"

and similar pens are more difficult to produce, owing to the duplication of working parts being more numerous than in the fountain pen.

Drawing Inks, Colors and Mountants

It seems as though the German trade in this respect has been captured. British firms are well able to compete with American, and turn out a better quality article. To overcome the famine in bottle glass firms are sending their stuff to Canada in bulk and bottling it there. English glass makers are full of orders and cannot produce quick enough.

Diaries, Pocket Books, Etc.

Firms are unable to execute present orders, and a great number of leading houses in this line only make up and do not manufacture materials. The scarcity in leather, skins and raw pelts, usually arriving in abundance from Canada and Australia, creates many difficulties.

Toys and Games

Toys appear to be booming with a very wide field in front of them opened up by the exit of the Hun. Any number of new, thriving firms have sprung up, who all hope to do big business in Canada. Materials, of course, are both scarce and expensive, and tend to rise in price. Some makers who bought their materials a year ago in a somewhat easier market are able to give exceptional value for the money. Dolls are prolific, also games and mechanical toys. Grotesque, soft, fluffy, shapeless teddy bear animals and character puppets were much in evidence. There were some excellent export lines in Dean's rag dolls, indestructible linen books, and mechanical toys, such as "Meccano."

It was noted that Isaaca and Co., of Birmingham, had an excellent selection of novelty toys.

Makers of sports outfits, such as bowls, croquet, and tennis, are turning out some high class stuff for the Canadian market. Seasoned woods, box wood, and lignum suitable for these articles is scarce, owing to shipment restrictions.

It is interesting to note that one firm remarked upon the large amount of goods supplied to the Canadian Y.M.C.A. during the war period. Canadian soldiers created a great demand for these articles.

"In the Day of Battle," compiled by Carrie Ellen Holman, presents a collection of war verses. This is evidenced by the fact that in the 166 poems from 105 poets are included the names of Kipling, Rupert Brooke, W. W. Gibson, Maurice Hewlett, Richard La Gallienne, Joyce Kilmer, Robert W. Service, Rabindranath, Tagore, Percy Mackaye, Alfred Noyes, and others of similar status. The book now offered is a third, revised and enlarged edition. Price $1.35.

LOOKING TO CANADA

British Concerns Reaching Out as Never Before For Trade With the Dominion.

Many British concerns are now reaching out for Canadian trade more aggressively than they have ever done before and it is a foregone conclusion that their overtures are going to be enthusiastically met by most of the people on this side by reason of the closer and more sympathetic relationships between the Dominion and the Mother Land, which has been one of the compensating results of the catastrophic conflict that has so shaken the world since Germany's pounce upon Europe in 1914.

Very few manufacturers in the metal and engineering trades are as well known, or serve such a diversified class of trader as the house of Herbert Terry & Sons, Ltd., Redditch, England.

From a one man genesis in 1855 the business has grown, until to-day it employs between 1,200 and 1,400 work people, and embraces more than 60 highly organized departments. Both technically and financially the firm has a high reputation, also being successful in maintaining cordial relationship between employer and employee.

The firm is producing every known kind of metal spring and numerous other light metal articles. Pen clips for the stationery trade, spring armlets for the dry goods and men's furnishing trades, spring exercisers for the hardware and sporting goods trades, a big line of goods for motor garages, lock springs, flexible shafting, etc., are included in the lines which will be shown by Mr. Ernest Clarke, the commercial manager of the firm, who is visiting Canada for the purpose of demonstrating his firm's ability and desire to serve Canadian manufacturers and traders.

During the war the establishment was state-controlled, and has rendered a splendid service in the supplying of millions of parts, weekly for munitions of war.

Mr. Clarke is able to give much valuable advice based on his technical knowledge of the business, while in Canada he can be addressed at any of the offices of The MacLean Publishing Co.

HELP APPRECIATED

Toronto, March 7, 1919.

Editor,
Bookseller & Stationer:—

It is with great pleasure I am able to notify the Canadian trade, through your excellent Journal, of the success which accompanied the efforts of the Toronto publishers, travellers and booksellers with regard to subscriptions in behalf of the wife and child of our late greatly esteemed and much respected colleague, A. O. Ives, whose death in England whilst on active service, created the most profound feelings of genuine regret and personal loss.

Sincere and affectionate sympathy is laudable, but when supported by such practical evidence of its existence means more than it would be possible for an ordinary human being, much less myself, to express in adequate terms. I am satisfied that if Mr. Ives, or as he was more popularly known to us all, "Ollie" had been given an opportunity to express a last wish, it would have been that those of us who cared for him, as all of us did so much, that we could not more effectually prove it than by the effort that was so willingly put into the work of collecting on behalf of his charming wife and child the substantial sum of $335.25.

In her behalf, I have the honor to thank the subscribers most cordially, and those who so willingly and unselfishly gave up their time at the busiest season of the year, chief among whom it is my duty to mention, Messrs. MacLean, Murie, Wilkinson, Smithers, Smart and Kennedy.

Mrs. Ives, who is far from healthy, and who is left with no visible means of subsistence, is greatly touched with the practical and useful indication of esteem and affection with which her husband and our colleague was universally regarded.

Yours sincerely,
Henry Button.

TO AMEND LAW

Canadian Copyright Act to be Revised in Accordance With International Copyright.

OTTAWA—A new copyright bill is to be introduced into Parliament this session. The announcement was made today to a deputation by Hon. A. K. MacLean, acting Minister of Trade and Commerce. He said the bill was already drafted, and was now being printed.

The deputation represented the Authors' and Composers' Association of Canada, who described the present act as antiquated and unfair. Among the grievances were: (1) Canada is the only country that does not recognize the composer's control over the reproduction of his work by phonograph records, player-piano rolls, etc.; (2) Canadian writers have no control over the production of their work in moving pictures. It is a current complaint that there are not enough Canadian films. There would be more of them if there were any inducement for Canadians to write. (3) The writer of a Canadian book has no control over the translation into a foreign language; (4) the writer of Canadian fiction has no control over its dramatization; (5) the Canadian dramatist has no control over the rewriting of his play as a novel; (6) the present method of registration of articles by newspapers is inadequate and inconvenient; (7) under the British act, the term of copyright is the life of the author plus fifty years. In Canada, it is only 28 plus 14 years.

This means the enactment by Canada that will link up with International Copyright.

Retaining a Valuable Clerk by Bonus

BONUSING
The accompanying article with its good suggestion in respect to the bonusing of clerks is a good follow-up of the letters from different members of the trade which appeared in the January issue of "Bookseller and Stationer."

A Satisfactory Method is Here Advanced—Something About the Danger of Partnerships

By HENRY JOHNSON, JR.

A MERCHANT has an exceptionally valuable, effective clerk. The man is industrious, earnest, a good salesman, skilful at display work. The time comes when such a man gets beyond the wage line. He cannot be paid more wages than he is getting because, no matter how it might be kept "confidential," the fact would become known and dissatisfaction would result with the others. Yet ways must be devised whereby that clerk can progress to higher earnings or he will be lost to the store.

The end can be reached either through giving the man some kind of interest in the business or paying him a percentage. Let us work it out both ways.

Time was when the custom of taking the senior clerk into partnership was common. In fact, the man began as a boy with that plan in mind, and everything shaped itself to that end. But many disasters warned merchants to go slow on that experiment. For partnership is like marriage: easy to get into but hard to get out of—and plain purgatory if not congenial, while the opportunity for legalized robbery is wide open.

Dangers of Partnership

The fundamental danger of partnership is that partners are not only equal owners, but, in the eyes of the law, each is the sole owner of the business so far as the outside world is concerned. Thus, the merchant who takes into partnership a favorite clerk to reward him and retain his services, may agree with the clerk that he gives him only a quarter interest in the business; but the minute the papers are signed, the clerk may exercise all the functions of sole owner. He may order goods to the limit of the responsibility of the business; he may tap the till, the safe and the bank account with utter immunity from danger of legal process, because the law says it is all his. The idea seems to be that, inasmuch as outsiders cannot tell anything about the inside agreements between partners, each partner is vested with full authority. Thus all who make contracts with the firm may have full protection and can evoke the law against all the assets of the firm to protect their contracts.

Aside from plain dishonesty and fraud, there is the great element of human nature. Plenty of men make agreements in entire good faith who later on come to misunderstand each other, grow apart, are estranged, become suspicious of each other, get to fighting and dissipate all their substance in quarreling and the costs thereof. We hear every day of cases wherein one partner puts it up to the other to "buy out or sell out—an' I don't give a continental damn which you do!" Often when the decision finally is made, there is nothing left either to buy or sell.

Contrast the Corporation

The corporation is another matter. There the assets are taken by the courts and formed into "an artificial person." Fred Hanson may be a grocer in his own individual right. He has absolute control over his possessions and can do with them practically what he likes. But when he incorporates into Fred Hanson, a corporation, he can do with his own as he wills only through sundry well defined courses of action, all subject to legal restriction. Moreover, Fred Hanson, a corporation, may consist of any number of natural persons over two.

If, then, the merchant desires to take into limited control his favorite clerk and give him an eighth of the business, he can accomplish this not only definitely but with comparative safety through incorporating and allotting an eighth of the capital stock to his clerk. Furthermore, since he himself still is sole owner of seven-eights of the business, he controls every particle of it as fully and exclusively after he has incorporated as while he owned it all; for his is the majority interest.

The beauty of the corporation is that it provides for a square deal to all. Each party in interest gets what is his—no more, no less—and it is safeguarded to him. Thus the clerk who is given an interest will have the interest secure from any "reniging" or change of mind of the old boss; but he can get no more than is provided for him through the action of the boss. There are other points, but these are all we need for our present purpose.

If the Boss Wants No Divided Interest

But let us consider the case of the man who has this kind of clerk whom he desires to retain and whom he wishes to treat equitably, but whom he does not want to take into the business in any capacity. Let us suppose that the clerk manages a department and also sells on the floor about as much as any one man can be expected to sell. Let us agree that he is being paid so liberally that any further advance in mere wages would lead to embarrassment with the rest of the help. How shall he be paid more without having an interest in the business?

Of course, there is always the commission plan. One always can pay a man a definite percentage for work done. The difficulty about one who has grown to importance on a salary basis is that it is hard to arrive at a basis of percentage which will satisfy him without entailing overbalancing difficulties.

Let us suppose the man is selling $600 a week, running the perishable goods department and drawing $25 wages. That may be $10 more than you are paying the next highest man, yet it is far within the average allowable wages expense simply figured on his sales alone. But again, he has attained to such sales ratio and been satisfied up to now, while doing all the rest of the work indicated. The man is so cheap that you cannot afford to let him go.

If you took 8% as the basis of wages expense on sales, you would have to pay this man $48 per week—and that, obviously would never do.

You might take $600 weekly sales as your basic figure and pay him as much as 10% on all sales in excess thereof. But if you did that you would have him so eager to makes sales in excess of $600 that undoubtedly he would neglect his other work and you would merely spoil a good clerk.

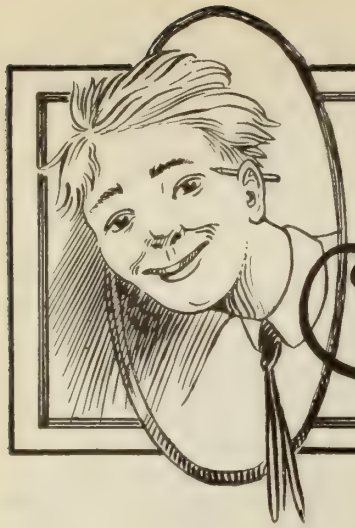
Really, there seems to be only one way to meet the difficulty: to give him a definite share in the net earnings of the business, either in addition to or in lieu of a salary. Of course, such a matter must be handled with great care and foresight. It will have the great advantage that if there are no net earnings, no bonus will be due the clerk, while every incentive will impel him to watch and work to the end that the business be made more profitable.

The Equitable Share

Suppose your records over a series of years show that your average net profits—I mean absolutely net, with all shrinkages; losses and reasonable depreciation of all kinds out—is $2,400 a year. It might be good to arrange to give the man ⅛ or 3-16 of the net profit in addition to his salary as now fixed. This is safe, for the net profits accrue over and above your expenses, and those expenses now include his salary. Yet this would give him $300 to $450 additional a year.

That figure would be well inside of the $48 per week to which 8% on sales would entitle him, while the chances are that, with such incentive to work, he would so exert himself, and be so greatly additionally helpful to you that he would more than earn his extra pay. Suppose, for example, that together you could make $3.000 net and your agreement was to pay him 3-16 of the net. His extra would be $462.50, and that deducted from $3,000 would leave you $2,537.50, or $137.50 more than your former total.

My excuse for discussing this matter is that I was asked a time since to write it in confidence to one who was faced with the problem. I hope, therefore, that it may be of some use to others.



THE JUNIOR CLERK'S PAGE

FIVE DON'TS FOR CLERKS

By One of Them

SOMEONE asked me what help or advice I would give a young salesperson behind a counter for the first time. After thinking it over I decided that the best advice to give was a few "don'ts" that experience had taught me. The rest is comparatively easy—and a matter of experience. I might say, however, that it would pay many experienced salespeople to observe some of these "don'ts"—for they are based on what I found to be the commonest mistakes of salespeople:

First—Don't get impatient with a customer. Even if a fussy old lady takes almost an hour to select a box of hairpins, try to keep your temper and avoid any hint of impatience in your voice. This is ofttimes hard, but it pays in the long run. I once sold a blanket to an elderly lady who took almost an hour and a half to select it. It was hard—but I tried not to look weary. Apparently she appreciated this, for she asked for my name and came back with her daughter-in-law the next day and bought $143 worth of goods.

Second.—Don't give your personal experience in favor of or against any goods—trying to urge a customer to buy. It may hurt your pride to realize this truth, but customers emphatically do not like to be reminded by a salesperson: "I've tried it and it wears wonderfully." Customers like to discover things for themselves—even at their own expense, rather than be guided by sales-people's experiences. This is invariable. Therefore, even if you feel like giving your personal experience—don't.

Third.—Don't look off in the distance, bored, or tap your foot impatiently when a customer is making up her mind about buying something. Appear interested and really help her to decide. After all, it's a law of human nature that people like to have their minds made up for them. While you can't exactly do this, you can give the good points of a particular article and perhaps help a customer decide. A doubtful customer is, as a rule, easily swayed, and by good, live salesmanship at this important time of deciding, you can do big things. You'll find that such a customer appreciates your interest and assurance.

Fourth.—Don't correct a customer's pronunciation of a style, a fabric, a book or a brand. If she asks for something by a wrongly-pronounced name, when you repeat it, if you have occasion to, don't use the right pronunciation and make it apparent that you're correcting her. If necessary, use the wrong name as she gave it. Don't make her feel cheap by saying: "Oh, you mean so-and-so"—using what you know to be the correct pronunciation. Besides being poor salesmanship, this indicates tactlessness and bad manners on your part.

Fifth.—Don't contradict a customer—even when you're positive you're right. Let her think she's right. This often necessitates politeness, patience and self-control on your part, but these are more desirable than an antagonized customer. If she is excited, angry and inconsiderate, agree with her, sympathize and let her think she's right. Then, perhaps, after she is somewhat placated, in an even, politely modulated voice give your side, but don't keep contradicting and irritating.

To the Clerk

This department has been started to tell little incidents that may prove of real interest to the clerk. BOOKSELLER & STATIONER, in inaugurating this department, is confident that a page devoted entirely to the employees of the store should be of unusual interest. It is hoped, too, that clerks in all parts of the country will consider this page their own, and will submit ideas that may be of interest to other clerks, or suggestions that may be discussed.

How about getting together on this matter and making this page a real success?

WHAT YOUR CUSTOMERS SEEK

By L. M. Cross

Every customer that enters a shop is entitled to service. He wants it and he appreciates the salesman who gives it to him. This service may be rendered in various ways. One service that is always appreciated by the customer after he has obtained the book that he inquires for, is for the salesmen to suggest other books to him in line with his thought and tastes. He becomes exceedingly fond of the salesman who knows his weakness or fondness for certain kinds of literature and is quick to direct his attention to anything new that may come in stock along the lines of his desires or tastes.

You couldn't coax a customer away from the shop where the salespeople give him this service. Indeed, he becomes the most effective kind of an advertisement for the book shop and especially for the salesman with the service habit."—Successful Selling."

FACTORS OF SUCCESS

One of the most important factors in connection with any store today is the sales force. The sales force includes more than clerks and salespeople. Show windows and advertisements, if properly handled, can do just as much in quickening turnover, more in many cases than the sales staff can. Every good window display will produce direct results and the same can be said of forceful and timely advertising. An advertisement does not need to occupy a whole page of space to deliver its message. The combined efforts of a well-trained sales force, a well-dressed window, and a well-worded advertisement make a combination that cannot fail to increase business.

These are questions which the junior members of the sales staff should learn about right at the outset. Too many men who have been in business for many years are too poorly informed regarding them, or too heedless of their significance. The junior who will early in his career become versed on such topics will find that this knowledge will stand him in good stead as he proceeds up the ladder of success in his business career.



Books

SELMA LAGERLOF

Selma Lagerlof's new novel, which has just been published in Sweden, is to be brought out in an American edition. It is now being translated by Velma Swanston Howard, the translator of most of her previous books.

"The Girl From the March Croft," by Selma Lagerlof, after a successful run throughout Scandinavia as a film play, is being brought to America as a special feature. The dramatization was done by some of Sweden's best dramatic artists and makes a full evening's entertainment. This author's books should be kept well displayed in all book stores. They are of a quality that results in the reading of one book bringing calls for her other books in succession.

A COMEDY IN LETTERS

James Lane Allen's latest work, "The Emblems of Fidelity," is a moving picture of the combined tragedy and comedy of life's little things. It might be called a comedy in letters. It concerns two authors, one American and the other English, who have a misunderstanding over a trivial matter, which, as it develops and grows towards its culmination, presents varying phases of tragedy and comedy before the tangle of misunderstanding is finally unsnarled and the two authors are re-established in each other's good-will and friendship. This symbol of the closer and better understanding between the U. S. and Britain brought about by the war, should meet with a good reception among Canadian booklovers.

SEE-SAW

Sophie Kerr recently completed a new book to which she has given the unique title, "See-Saw." It is a dramatic portrayal of the treacherous cross-currents of modern married life, tugging ceaselessly at the matrimonial bonds, gradually loosening the ties that bind the hearts of husband and wife and insidiously undermining the foundations of domestic harmony and happiness.

W. L. GEORGE

A new novel by W. L. George has long been awaited, but this brilliant English author was so busy serving his country in the ministry of munitions that he has not until recently been able to devote any considerable time to writing fiction. "Blind Alley" is a long novel, containing 150,000 words, and deals with social conditions in England during the war. Before the war Mr. George portrayed types of English women with their unrest and aspirations. Four years of war have wrought a change in the womanhood of England, and it is this change which Mr. George mirrors in this big, fearlessly written novel. The critics said, "The Second Blooming" gave Mr. George a place with W. G. Wells, Galsworthy and Arnold Bennett. "Blind Alley" is likely to add to his reputation as a writer of distinction. This is one of the literary signs of the times, the significance of which should not be lost, upon Canadian booksellers.

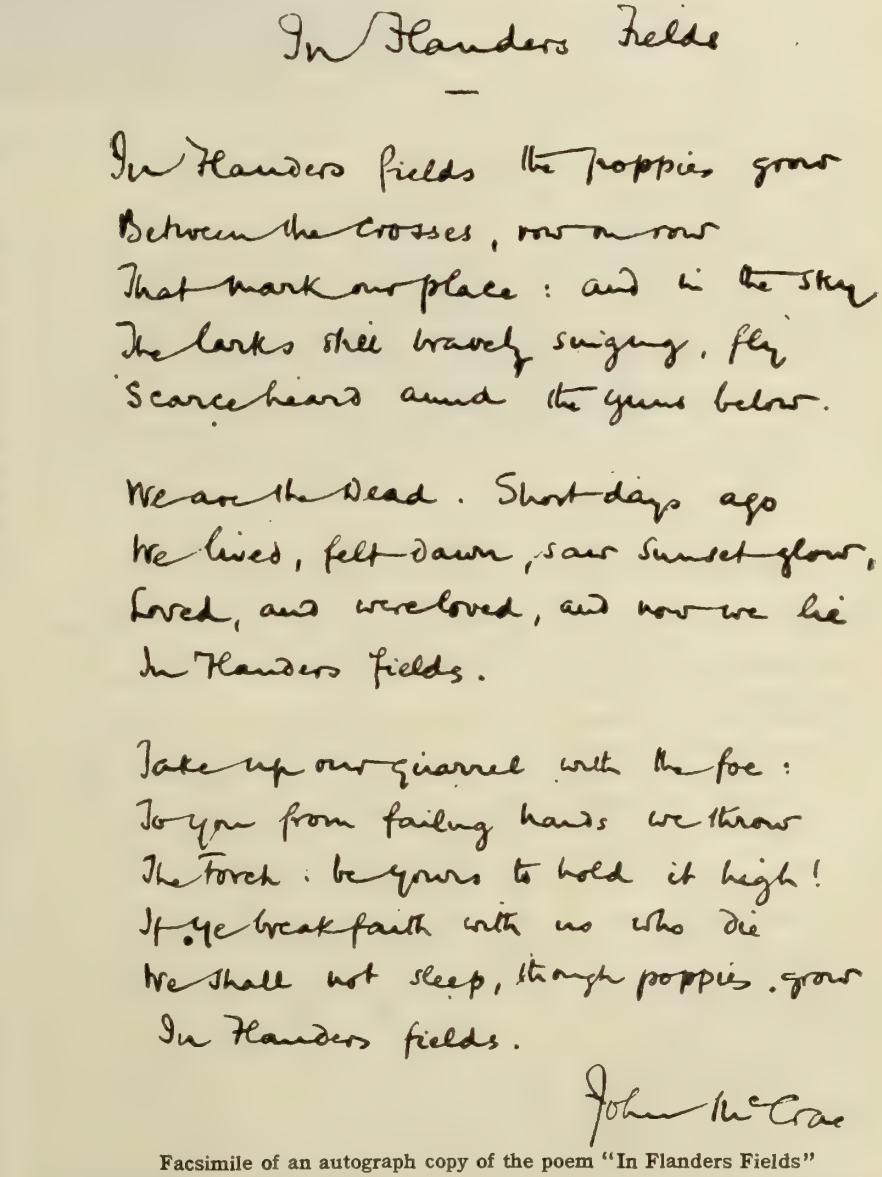
BEST SELLING BOOKS IN CANADA

Fiction

Sky Pilot of No Man's Land	Connor	107
Four Horsemen	Ibanez	103
Curious Quest	Oppenheim	43
Desert of Wheat	Grey	31
Wild Youth and Another	Parker	19
Cow Puncher	Stead	17

Non-Fiction

New Revelation	Doyle	49
That's Me All Over, Mable	Streeter	43
Dere Bill	Streeter	26
Twentieth Plane	Watson	23
Flanders' Fields	McCrae	18
Industry and Humanity	King	18



Facsimile of an autograph copy of the poem "In Flanders Fields"

This was probably written from memory as "grow" is used in place of "blow" in the first line

IN FLANDERS' FIELDS

"Through all his life and all through his letters, dogs and children followed him as shadows follow man. To walk in the street with him was a slow process. Every dog and every child he met must be spoken to and each made answer." This is from Sir Andrew MacPhail's biography of the life of Col. John McCrae in "In Flanders Fields," just published by William Briggs and probably evidences very strongly where in the secret of the man's strength lay — his humanism, and his life of love and service. It was from these things that John McCrae gained the strength of mind and character which enabled him to write such things as "In Flanders Fields," "The Anxious Dead," "The Warrior," and any one of half a dozen others from the collection just given to the public.

Half of the book is given over to what Sir Andrew Macphail calls "An Essay in Character," from which the above lines are taken. It tells the story of John McCrae's life from his wanderings and service with the Force in South Africa in 1900, to characteristic bits covering the experiences in Flanders, which were productive of the poem whose stanzas and whose spirit has run through the English-speaking world.

Canadians have read, sung and revelled in the great title poem, and they will appreciate this remarkable memento of a really great Canadian who has produced something, idealistic though it may have been, which has made the world greater and better."

Booksellers would do well to make a special effort with this book on the strength of the interest in Col. McRae created by his famous poem and the prominence being given in the daily press to the coming of this collection of his poems.



THE LATE COL. JOHN McCRAE AND HIS DOG "BONNEAU"
A photograph taken among the ruins in Flanders

THE RED COW

The cow in Peter McArthur's "The Red Cow and Her Friends," is of the familiar farmyard red. She performs, too, like a real cow, and she is associated in the book with various realistic horses, hens, turkeys, dogs, cats, and other live equipment of the agricultural homestead. About all this stock on the farmer's hands Mr. McArthur has written little stories quite probably true. He has written them without a flourish, but with quiet humor. It is a tale of the simple life of Canada.

A NEW ANIMAL BOOK

Major Charles G. D. Roberts' new book, entitled, "Jim, the Story of a Backwoods Police Dog," adds another dog hero to literature—a dog enlisted in the service of the backwoods' police. Out of his experiences, Major Roberts has made a most entertaining—and frequently thrilling—book. Few writers know animal nature as does this Canadian author; still fewer are able to write as sympathetically and intelligently as he of their ways.

THE SCHOOLBOY IN THE WAR

This modest little pamphlet, published by the Musson Book Co., is a tribute to the memory of a young Canadian officer, written with a simple and beautiful sincerity by Nellie Spence, who had been his teacher in the High School. In the summer of 1915, Alan Barrie Duncan, then only seventeen, went straight from the school room into the training camp. Going overseas the following year this gallant boy's career in France was distinguished by conspicuous bravery; he was awarded the Military Cross, and had attained the rank of captain, when he was killed at Cambrai in September, 1918. Though the boy Alan is Miss Spence's chief figure in this little work, she makes it clear that the story of his short life but typifies that of many another brave young Canadian schoolboy, who counted it as nothing to give up the flower of his youth in defence of all he held most dear.

The booklet is interesting and timely and should find a ready sale.

French-Canadian Literature

A Most Interesting Lecture by Victor Morin at the St. James Literary Society—President Chapman's Address

A MOST interesting discourse on the history of our French-Canadian literature was given on February 6 by Victor Morin to an English audience, the St. James Literary Society of Montreal. Alfred T. Chapman, president of the society, was in the chair. He introduced the lecturer in eulogistic terms. First he made allusion to the two principal elements of this country—the French and the English. He wished that the relations between the two might be more intimate, that there be a better understanding between the two races, and above all, that they know each other better. French literature, he said, offers more than one attraction. It is rich and varied, and one cannot help but gain in knowing those who have it, the descendants of the grand nation which produced the Molieres, the Hugos and the Larmartines. Bilingual meetings will also serve to cement the good understanding of which so much has been said for years past. He then presented the lecturer. Victor Morin chose as his subject, "French-Canadian Literature of the Nineteenth Century." Mr. Morin is one of our French-Canadians who have most contributed to make our literature known, and to encourage and develop it. A devoted librarian, he possesses the treasures of our French-Canadian literature which he has exhibited to the dazzled eyes of the members of the St. James Literary Society.

Mr. Morin divided his lecture in two parts, from 1800-1850, and from 1850-1900. The first part treats of literary construction, and the second part to the development of French-Canadian literature.—Translated for BOOKSELLER AND STATIONER from "Le Canada."

Some Bookselling Principles

SATISFY YOUR CUSTOMERS
An important point scored in this article is the necessity for satisfying the purchaser to whom goods are sold. This is applicable to wholesalers and retailers alike.

An Interesting Interview With J. J. Sutherland, of Woodstock —Bringing Out Points of Importance For Success in the Retail Book Trade

IN THE course of an interview which a representative of BOOKSELLER AND STATIONER had with J. J. Sutherland, the live bookseller of Woodstock, Ontario, who was in Toronto on a buying trip last month, Mr. Sutherland, in response to enquiries, had some interesting things to say about some of his methods of bookselling.

"Is Woodstock a good city for books?" he was asked.

"It is," he replied, and as an instance of what he was able to do there with a good novel, he mentioned one of his most recent records, that of selling over a hundred copies of Peter B. Kyne's book, "The Valley of the Giants."

It so happens that Mr. Sutherland is a bookseller of the type who will not exploit book of doubtful moral tone or merit.

"There was a time when you could safely judge a new book by a known author by his previous writings, but that day is past," said Mr. Sutherland. He found it necessary to read a book himself and to thus become convinced of its genuine worth before he could get behind it with his best selling efforts.

This is a good example of the doctrine that trade papers stand for, that successful merchandising must take into consideration the cardinal point that the goods, be they books or any other type of merchandise, must be really sold to the dealer to achieve real success and realize a satisfactory degree of sales.

The reason for thus emphasizing the word "sold" is to make it clear beyond peradventure of doubt that with the placing of goods in the merchant's store, faith in the goods themselves must also be stored in the retailer's mind.

To illustrate this point, the writer is going to digress a bit, even to the extent of venturing outside the precincts of the book and stationery business.

Having occasion, like all other people, to enter grocery stores from time to time, he went into one store, and observing a big pile of boxes containing what was at that time a new breakfast food, he inquired of the grocer what it was like. "Oh, that blank stuff,' and the grocer, proceeding to describe it in terms that left no doubt in the mind that the grocer's opinion of it was decidedly poor. He said he was sorry he had stocked it as he had sold very little of it, whereas his sales of competitive breakfast foods, especially one of them, continued to touch a high mark. In the window of another grocery store at the very next corner the writer observed a striking display of the same product he had just heard so roundly berated. His curiosity being aroused to know what this other dealer thought of the goods, he went into that store as well; and what a difference there was in his story! He was a great enthusiast for that product and had had to re-order repeatedly, so good were his sales.

Why were the same goods anchored in one store and quick-movers from the other store? Because in one case the product had not really been sold to the dealer, while in the second case the dealer had been thoroughly convinced of the merit of what he was placing into stock.

There is food for serious thought in that illustration for every wholesaler and every traveler or house salesman representing the wholesalers or manufacturers.

THE LITTLE SCHOOL-MASTER SPEAKS

"While we hear so much about exclusive agencies and customers visiting several stores in a vain hope to secure a certain variety of branded merchandise, it would perhaps be interesting to chart a hundred calls in the average retail shops to find out how many would-be purchasers left with unsatisfied wants. The results of such tabulation would probably be different from what one might expect—having in mind one's own critical shopping expeditions.

"A Chicago South-side retail druggist recently recorded a like number of calls—but for a somewhat different reason. He was anxious to determine just what the free accommodation of the public was costing him. His result indicated that 44.2 per cent. of callers on whom time was spent brought sales, while the remaining 55.8 per cent. bought telephone slugs and postage stamps, inquired the name of a doctor or address in the neighhood, etc. But not one was turned away through failure to supply!

"We don't know whether this druggist was an adept at substitution or whether he was a super-salesman — which seems to be pretty much the same thing. The example does illustrate, however, the importance of selling the dealer—and all dealers—to get intensive distribution, and the fact that most people trust the neighborhood retailer and are apt to buy pretty much what he recommends."
—From "Printers' Ink."

But to get back to the interview with Mr Sutherland. It was interesting to hear his account of the Job's comforters who were among those who greeted him upon first opening business in Woodstock.

"You've come to a poor book town," was the burden of their remarks.

"Well, I'm glad to hear that," would be Mr. Sutherland's reply, with the explanation that he would for that reason be able to show what a good book town Woodstock would become with earnest efforts in that direction by a bookseller who proposed to make a success of his business there.

Mr. Sutherland has achieved a high degree of success there and a goodly proportion of it has been with the book end of his business, which unfortunately is not universally the case with booksellers and stationers in Canada. He has always made it a point to know the books he recommends to his customers and in this way he has succeeded in enlisting the confidence of numerous customers who place reliance on his recommendations.

There are occasional differences of opinion, naturally, as to the degree of merit of different books, but not on the important point of moral tone, because, as has been intimated, Mr. Sutherland will not recommend any book that is not worthy of entering any home.

Mr. Sutherland said he found BOOKSELLER AND STATIONER a most useful help to him, and it may be mentioned here in connection with his Christmas book trade that he was among the booksellers who used five hundred copies of the Holiday Gift catalogue as reprinted from the November issue of BOOKSELLER AND STATIONER.

Testimonials have come from different booksellers as to the great help given by that catalogue, distributed among the best book customers of the community in the selling of books as Christmas gifts. People would bring in copies of the list with various books marked for purchase, thus saving a great deal of time in showing various books in the midst of the holiday rush, when Christmas trade is at high tide.

Steps have already been taken, by the way, to make the 1919 Holiday Gift Book supplement to BOOKSELLER AND STATIONER an improvement and a better selling help for booksellers than in any of the Christmas selling seasons since this innovation was launched in BOOKSELLER AND STATIONER four years ago.

Suggestion Important in Making Sales

CHANGES IN DEMAND

An interesting point brought out in this interview is the change noticeable in the b ook trade, the demands of the reading public passing up war books in favor of light reading for entertainment, and the demand for vocational books by returned soldiers.

Average Customer Desires Information—Bookseller Knowing What to Suggest and How Will Reap Benefit — Present Prices Not a Barrier to Sales—Public Want Value Rather Than Appearance—Biographies Popular

THERE is much value in suggestion when the prospective book customer enters the store. It is the bookseller's opportunity and that full advantage may be taken of the same, it is essential that he be well informed and that he have a wide grasp of the whole book field. Some know what they want; many do not, and they appreciate guidance in their selection.

This is the experience of A. T. Chapman, proprietor of Chapman's Bookstore, Peel Street, Montreal. Mr. Chapman takes a great interest in the development of book sales, and as this is the big and central feature of his selling, he has been able to size a discriminating buying trade up quite thoroughly. For, to a very great degree, his book trade is with a discriminating class of buyers.

No Coercion Used

Mr. Chapman is not inclined, as some are, to the method of being too anxious when a new book is received. It may be agreeable to call up certain individuals over the telephone and advise the receipt of a new book, but there are other ways of informing one's trade when new copyrights are in stock. It is just a question, in Mr. Chapman's opinion, as to whether the bookseller should be over anxious to submit the new work or works.

The foregoing does not indicate that books are not submitted for approval and selection when desired. Mr. Chapman pointed out that he was glad to do this and the policy was followed frequently. Care had to be taken that books be returned promptly and unsoiled and, if abused in any way, adjustment was required of the party causing such injury. With a class of customers that could be trusted, there was little complaint when books were sent to the home for selection purposes.

Cultivate Literary Folk

Mr. Chapman takes a keen delight in matters literary. It is noteworthy that his interest in the work of the St. James Literary Society of Montreal, was recognized last fall through his choice as its president, and it may be said that Mr. Chapman has, by his own example, stimulated the membership to be active in interest and faithful in attendance.

"I enjoy being associated with work such as this," said Mr. Chapman to BOOKSELLER AND STATIONER. "It is very pleasurable and aside from all other considerations it is a good thing, I believe, for one to be interested in such a society."

Mr. Chapman pointed out that there was a slight feeling evident that the bookseller could use his contact with a literary organization to his own business advantage. He had made it very clear early in the present season that, as far as he was concerned, there would be no mention of business. He was a member of the organized literary club with which he chose to connect himself for the pure love of being a member, and of coming into close association with kindred minds in the consideration of matters literary. And such contact was ever an advantage from many viewpoints. In one important respect it gave the progressive bookseller a perspective view of the literary mind of his community, and what could be more valuable in the purchasing guidance this afforded?

A Changed Demand?

Asked as to the demand for books, and if there was any considerable change in recent months, Mr. Chapman replied that there was. "For a short while after the signing of the Armistice, and even during December, there was a continued demand for purely war stories. Since then it has changed greatly and we find that the men desire a different class of reading—very largely detective stories. Of course, there are others who prefer different works and biographies—some of them, on military men of note, have sold well." The difficulty has been that of getting a sufficient supply of some of these books, while, with a biography of a great figure who recently passed away in the States there was a decidedly disappointing sale. Sometimes it was difficult to understand the small sale of a work or biography that one would expect to meet a popular demand.

For the most part, and in the past few months, Mr. Chapman stated that feminine folk were reading careful books, many of them by English authors. There was an apparent desire to lay the war books aside and this, perhaps, because so many have come into close contact with it personally through the loss of friends. They were content to leave the past and take up reading of a more contenting or solacing nature.

Then, in speaking of the returned soldier, Mr. Chapman reported the sale of instructional books. There had been a decidedly large sale for books on story writing, etc. The returned man, too, was a buyer of technical and other informative books. One of the important things for the bookseller was that of being well informed and in the position of suggesting what to read, many not knowing just what was wanted.

"Pretty" Books—Advertising

"We find that the demand for exclusively "pretty" books is largely gone," said Mr. Chapman. "That is to say, the book lover wants a real book. The garb of the book is not as important as it once was. The reader does not object," Mr. Chapman continued, "to a certain amount of illustration and good binding. Fancy and costly covers have not been in accord with present day wishes, however, and for the most part a good book, with a reasonable amount of rational embellishment, sells much better than one on which this is overdone."

In the matter of interesting the customer, and of acquainting the public with new books, Mr. Chapman has, for many years, used the "book page" in one of the Montreal daily papers. Mr. Chapman considers this medium a "class" paper, rather than a "quantity" one, and, while direct results are not always traceable from week to week, it is considered effective. This plan has been followed for more than a score of years and Mr. Chapman has no intention of discontinuing it. Changes are made in the copy regularly.

Of course, the store window is a big factor in developing sales, and, in addition to showing the new books here, "specials" are offered from time to time. Usually a neat price card assists in conveying to the interested prospect the price of books on sale.

Getting the Price

"Have you found the increased cost of books to militate against their sale?" was asked of Mr. Chapman. "Not to any extent," was his reply. "For the most part the customer will pay the price without comment, realizing that books are higher in price and having learned this fact long ago. But there has been a noticeable demand for rebound books to sell at around 75c per volume," said Mr. Chapman.

A little feature that is always used to good purpose is that of placing a piece of advertising in a parcel being delivered, or in a statement sent out. It is a silent reminder to the customer, opened up when the impression it is desired to make strikes home more effectively. It is inexpensive, direct and definite. If all clerks are instructed to form this habit there should be no doubt of the effectiveness of results in the long run.

One of the big difficulties which confronts the retailer is that of preventing the accumulation of stock. But by studying closely the literary mind of one's community there ought to be much real direction afforded. It surely looks like the part of wisdom to be so informed by contact with literary folk.

LOVE AND POETRY

"The Mystery of the 13th Floor," by Lee Thayer, is a double-twisted love and mystery story, set in New York City. The Problem is, not only who killed Lawyer Stone as he sat in his office within a few feet of clerks and stenographers, but how could he have been kiled at all under the circumstances? The mystery challenges the most ingenious and resourceful reader to solve in advance of the conclusion.

As a book combining a love story with an exciting mystery to be solved, booksellers will find that it will appeal to a large class of readers who like this sort of thing.

A LITTLE CHAFF

Margaret Lavington has written a number of most readable verses which have been gathered together in a dollar volume entitled, "A Little Chaff." She here turns her witty pen to such aspects of country life as bees, ducks, turkeys, geese, and many others, and Miss Helen Urquhart admirably seconds her with her decorative and humorous illustrations.

ALGERNON BLACKWOOD

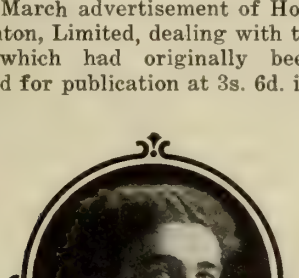
Of Algernon Blackwood's new book, "The Garden of Survival," another noted author, Margaret Deland has written as follows:

"As I read it, I kept thinking of moonlit nights in still gardens—all perfume and silence . . . The loveliness of the idea is almost too delicate for the words in which it is clothed. Yet its piercing truthfulness strikes to the very heart of the Great Fear—and may kill it, at any rate for some of us; kill it and leave Life—poor, grieving, frightened Life!—safe in the untroubled Garden of Love. It is quite wonderful to me that a book so exquisite and fragile has such power. It is almost as if butterflies' wings lifted an eagle, or one made a rapier from a dew-hung spider's web."

Blackwood, in "Julius Le Vallon" and his other books won many Canadian readers, and booksellers should find a ready sale for this creditable new book.

A PRICE REVISION

A price correction reached BOOKSELLER AND STATIONER just too late to have the necessary revision made in the March advertisement of Hodder & Stoughton, Limited, dealing with the new book which had originally been annaunced for publication at 3s. 6d. in England, but which eventually was published at 2s. 6d. The price of the edition brought out for the Canadian trade is 75c, not $1 as advertised last month.



CONINGSBY DAWSON
Who is the author of several books which have given him a good following among Canadian booklovers.

PHILIP GIBBS' NOVEL

An important March issue is a novel by Philip Gibbs, "The Street of Adventure," which was first brought out in the United States in 1910. It is a tale of newspaper life in London, the "street" of its title being Fleet Street in that city, and the story is said to be based, in its portrayal of certain conditions and happenings in London newspaper offices, on some of Mr. Gibbs's own experiences. The wide popularity attained by this writer's war correspondence assures a good demand for his novel.

GEORGE GIBBS

"The Black Stone," by George Gibbs, is an adventure novel, having for its theme the search for the famous black stone of Mecca, in which a young American millionaire and a German spy are engaged.

EXPLAINS BRITISHERS

Frederick William Wile, a native American, who had a dozen years' experience in Berlin as correspondent of the "London Daily Mail," and who has lived in England throughout the war, has chronicled his impressions of England's activities in the war in a book entitled, "Explaining the Britishers." It is a book which should have wide circulation for the good it will do in offsetting some of the diabolical diatribes against England which get altogether too much circulation in Canada from certain sources that need not be named here.

BOLSHEVISM DISCLOSED

Princess Catherine Radziwill presents the true story of the Bolsheviki and the forces that directed them in her book, "The Firebrand of Bolshevism."

This subject holds world-wide attention, and for that reason this book, by so noted an authority is one of outstanding importance. Princess Radziwill is "a Russian of the Russians." Her book is a fascinating and true record of the greatest game of underground plotting which was ever attempted. The amount of money expended, the ramifications of the conspiracy, the depravity of the bribed and bribers are beyond belief. And the author writes with a zest and unction which makes a gripping, tense account of world forces.

This is a book which provides the retailers with a distinct opportunity for bookselling on a larger scale than is afforded by the average volume about a foreign land.

ANCHORS AWEIGH

Harriet Welles' book, "Anchors Aweigh." presents twelve short stories of the human side of the navy; the men and their wives for whom life is a series of all-too-brief honeymoons. One of these stories Secretary Daniels has called "a classic," and another, "an epic." There are so many lovers of sea tales that this will fit in nicely in the business of any bookseller.

HOME MANAGEMENT

"The Business of Home Management," by Mary Pattison, contains the result of the investigation in domestic economies that was undertaken several years ago by a group of American women. The author is the former President of the New Jersey State Federation of Women's Clubs. The nature of this book is such as to indicate the way for many possible sales in every community of the country.

OF RURAL INTEREST

"The Farmer and the New Day," by Kenyon Butterfield, president of the Massachusetts College of Agriculture, is an attempt, the author states, to slate the larger problems which the farmer must face in the reconstruction period and his relationships with the rest of society in the new era. All Canadian farmers are prospects for the booksellers of this country in the marketing of this book.

With the thousands of new homes to be established by returning Canadian soldiers bringing English wives, booksellers have a good opportunity for exploiting such books as "The Manual of Home Making," in the Rural Manual Series, edited by L. H. Bailey. A new book with a larger scope, but of particular interest to people who choose small towns to become their homes is "The Little Town: Especially in its Rural Relationships," by Harlan P. Douglas, being the outcome of his interest in rural progress. He is secretary of the American Missionary Association.

BACK TO THE LAND

"Hidden Treasure," by John Thomas Simpson, is a story of modern farming which gives in fictional form a presentation of the possibilities of "going back to the land." The "back to the land" inclination attributed to thousands of homecoming soldiers suggests many sales prospects for the booksellers throughout Canada.

FOR MUSICIANS

"Musings and Memories of a Musician," by Sir George Henschel, is an autobiography in which reminiscences are given of such people as Burne-Jones, Browning, Paderewski, Patti, Jenny Lind, Liszt, Whistler and others. All earnest students of music will be good prospects for this five dollar volume.



BELLE K. MANIATES
This popular author has added to her laurels by the merit of her new novel, "Penny of the Top Hill Trail." Half tone presented through courtesy of the Copp, Clark Co.



W. B. MAXWELL
Author of "The Mirror and the Lamp," which has been received by critics in England and America with great acclaim.

CLEMENCEAU

There is announced for immediate publication, "Clemenceau, Writer, Citizen and Statesman," by Camille Ducray, uniform with Rene Puaux's very successful biography of Marshal Foch, which is now in its fourth edition. A large demand is expected for this personal biography of the great French Prime Minister.

WAR'S CHRONOLOGY

From Constable's comes a book of over 200 pages, the title of which is "Chronology of the War," presented in three parts: (1) Tables of contemporaneous events; (2) appendices; (3) a voluminous index. An accompanying volume presents nineteen colored maps.

DILNOT ON AMERICA

"The New America," by an Englishman (Frank Dilnot), published by Macmillan's, presents in a series of short, vivacious sketches the impressions made on a trained observer from England of life in the United States during 1917 and 1918. Manners, outlook and temperament are dealt with appreciatively, and there is a good-humored analysis of how Americans eat, drink, dress and amuse themselves. The chapters include, "The Women of America," "American Hustle and Humor," "President Wilson at Close Quarters." There is an intimate character sketch at first hand of General Rush C. Hawkins, who raised and commanded the New York Zouaves in the Civil War, with a narrative of some of his conversations with Lincoln.

A POST WAR BOOK

Following on the trail of the multitudinous war books comes an "after-the-war" book in Norman Angell's "The British Revolution and the American Democracy." The prevailing unrest cannot be interpreted without an understanding of its universal significance. It is necessary to get the facts about the rise of British labor, whose social programme has arrested the world's attention; about railways and other public utilities whose future control is in dispute; about conscription as a permanent policy; about the institution of private property as affected by the war; about the different definitions of democracy. Such information and much more, essential to the manifold study of reconstruction, is presented lucidly in this handbook to the new social and industrial order. It is a book that deserves every bookseller's attention.

AFFINITIES

Mary Roberts Rinehart's new story "Affinities" presents a series of short stories dealing with the dramas that are forever enacting themselves within hospital walls. Due attention is devoted to the fact that hospitals are not merely scenes of gruesome operations and sufferings, but places of convalescence and restoring the well-springs of life. For these tales Mrs. Rinehart draws freely upon her rich well-springs of humor.

GERMAN SECRET SERVICE

"The Secret Hand," by Douglas Valentine, is a new book of outstanding interest, being another story of the German Secret Service, by the author of "The Man With the Club Foot." The new title is likely to meet with a good sale in Canada where the booksellers are "on the job."



GERTRUDE ATHERTON
Whose new book, "The Avalanche," is one of the season's successes.

MA PETTINGILL

Booksellers, who probably without exception, did well with previous Ruggles' books, have another opportunity for good business with Harry Leon Wilson's new title "Ma Pettingill," in which, besides "The Mixer," "Cousin Egbert," and other familiar characters, serve to add further merriment for the delectation of an army of Canadian readers.

The second look-up book is "Carolyn of the Sunny Heart," by Ruth Belmore Endicott, in which the scenes are alternately among the crowded apartment houses of Gotham and the storm-swept coast of the Atlantic with the quaint characters living in the communities. It is a book that breathes the optimistic spirit.

SIMONDS' WAR HISTORY

Frank H. Simonds is in France gathering material for the last two volumes of his "History of the World War," the third volume of which has just been published. The final volume will include the proceedings of the Peace Congress, at which Mr. Simonds is one of the American representatives.

BATTLE OF THE FALKLANDS

The naval battle of the Falkland Islands, in which the British fleet met and defeated the German fleet, was one of the crucial incidents of the war. But the general public, even yet, knows very little about it, having read only the fragmentary accounts which were all that the censorship permitted to be printed in the newspapers at the time. The first complete and detailed story of the fight has now been published for the first time in "The British Navy in Battle," by Arthur H. Pollen. The strategy, as well as the fighting is explained very fully and clearly so that the reader sees not only the results but also the reasons for them. Booksellers will find that to show this book prominently will bring many sales of this story of the most dramatic naval battle of the war.

THE FIGHTING SHEPHERDESS

Caroline Lockhart's new novel "The Fighting Shepherdess" is a story of the West, but not merely "another Western story." In the skilful depiction of small-town rivalry and "society" with its petty, mean-minded, unscrupulous citizens and the broad sweep of the "Range" we get real life, not the imagined life of a West that never existed. And in the tireless, remorseless, implacable struggle of Kate, the daughter of Jezebel of the Sand Coulee Road House, until she rises supreme over all obstacles to become the "Sheep Queen," we have a powerful delineation of a woman which gives her a distinctive place among personalities of fiction. These are points to guide the bookseller in introducing this book.

THE WAY OF A MAN

The significance of the title of Dr. Dixon's new novel "The Way of a Man" is that it has to do with the way of the hero toward one Ellen West, whom the author presents as a type of advanced modern woman. Ellen West was the editor of a feminist magazine called "The New Era," for which she wrote articles on marriage that were "athrob with passion and revolutionary thought." She was also President of the New Democracy Club, opened her apartment at stated times to any one who wanted to come there, and very much wished "to destroy the family as the organic group of human society."

This attitude of hers, the heroine herself considers iconoclastic, but in the end, through the influence of a man whom she apparently dominates, she is brought up with a jerk and made to realize the unsound foundation upon which she has based her life. This book is one that should be placed with discretion by booksellers because if sold merely as an entertaining novel, it is likely to be adversely criticized by people who do not approve of the frank problem novel.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Dawn, Eleanor H. Porter, cloth, $1.50; Man Four Square, Wm. McLeod Raine, cloth, $1.50; Daughter of Two Worlds, Leroy Scott, cloth, $1.60; Duchess of Siona, Earnest Goodwin, cloth, $1.60; Old Grey Homestead, Frances P. Keyes, cloth, $1.50.

Non-Fiction

How to Conduct Public Meetings in Canada, H. G. MacGill, cloth, 75c; War Finance, Clarence W. Baron, cloth, $1.50; Industry and Humanity, Hon. W. Mackenzie King, cloth, special, $2.00.

WILLIAM BRIGGS

Fiction

The Untamed, Max Brand, cloth, $1.50; Our Admirable Betty, Jeffrey Fornol, cloth, $1.50; The "Charmed" American, George Lewys, cloth, $1.50; The Crimson Alibi, Octavus Ray Cohan, cloth, $1.50.

Non-Fiction

Abraham Lincoln, Francis Grierson, cloth, $1.00; Our Winter Birds, Frank M. Chapman, cloth, $1.00; Hearts Courageous, Oxenham (John), paper, 45c; In Flanders' Fields, Col. John McCrae, cloth, $1.50; *Claude's Book, Kelway-Bamber, cloth, $1.50 (introduction by Sir Oliver Lodge).

THE COPP, CLARK COMPANY, LTD.

Fiction

The Way of a Man, Thomas Dixon, cloth, $1.50; Keeper of the Door (new edition), Ethel M. Dell, cloth, $1.50.

Non-Fiction

The Valley of Vision, Henry Van Dyke, cloth, $1.50; Golden Stars, and Other Verses, Henry Van Dyke, cloth, 50c.

HODDER & STOUGHTON, LTD.

Fiction

Actor Manager, Leonard Merrick, cloth, $1.50; Quaint Companions, Leonard Merrick, cloth, $1.50; Cynthia, Leonard Merrick, cloth, $1.50; One Man's View, Leonard Merrick, cloth, $1.50; Human Touch, Sapper, cloth, $1.50; Remembered Kiss, Ruby Ayres, cloth, $1.35; Invalided Out, Ruby Ayres, cloth, $1.35; The Land of Big Things, Leslie Gordon, cloth, $1.35; The Great Hunger, Johan Boger, cloth, $1.60; While Paris Laugheed, Leonard Merrick, cloth, $1.50; Conrad in Quest of His Youth, Leonard Merrick, cloth, $1.50; Position of Peggy Harper, Leonard Merrick, cloth, $1.50; The Man Who Understood Women, Leonard Merrick, cloth, $1.50; When Love Flies Out the Window, Leonard Merrick, cloth, $1.50; The Wordlings, Leonard Merrick, cloth, $1.50.

Non-Fiction

Curtain of Steel, Grand Fleet Chaplain, cloth, $1.50; In Northern Mist, Grand Fleet Chaplan, cloth, $1.50; Grand Fleet Days, Grand Fleet Chaplain, cloth, $1.50; Naval Intelligence, Grand Fleet Chaplain, cloth,$1.50; My Life of Adventure, A. G. Hales, cloth, $1.35; Navy Eternal, Bartimeus, cloth, $1.50; British Campaign, Vol. 1, 2, 3, Doyle, cloth, $2.00 a vol.; Edge of the Quick Sands, Thos. Curtin, cloth, $1.50; Land of the Deepening Shadow, Thos. Curtin, cloth, $1.50; The Crime, 3 vols., cloth, $2.50 a vol.; 51st in France, R. B. Ross, cloth, $2.50; Bombing of Bruges, Capt. P. Bewsher, cloth, $1.50; Over the German Lines, Wings, cloth, $1.50; Canada in Flanders, Vols. 1, 2, 3, Roberts, cloth, 50c; British Campaign in the Nearer East, Dane, cloth, $2.50; For Remembrance, Adcock, cloth, $2.00.

Juvenile

Gift Book, Arthur Mees, cloth, $1.50; Cockyolly Bird, Mabel Dearmer, cloth, $1.50.

THE MACMILLAN CO. OF CANADA, LTD.

Non-Fiction

Mexico, To-day and To-morrow, E. D. Trowbridge, cloth, $2.00; The Vision for Which We Fought, A. M. Simons, cloth, $1.60; Foreign Financial Control in China, T. W. Overlach, cloth, $2.10; The New America, Frank Dilnot, cloth, $1.25; Essays and Addresses in War-Time, Viscount Bryce, cloth, $2.25; The Food Crisis and Americanism, W. Stull, cloth, $1.25; Practical Home Nursing, L. Henderson, cloth, $1.50; Democratic Christianity, F. J. McConnell, cloth, 60c.

McCLELLAND & STEWART, LTD.

Fiction

Carolyn of the Sunny Heart, Ruth Belmore Endicott, cloth, $1.50; The Soul of Susan Yellam, Horace Annesley Vachell, cloth, $1.50; Beckoning Roads, Jeanne Judson, cloth, $1.50; Venus in the East, Wallace Irwin, cloth, $1.50; Billy McCoy, Christopher Culley, cloth, $1.50; Countess Glika, Warwick Deeping, cloth, $1.50; Score by Innings, Charles E. Van Loan, cloth, $1.35; The Lady from Long Acre, Victor Bridge, cloth, $1.60; The Mystery of the 13th Floor, Lee Thayer, cloth, $1.50; Mockery, Alexander MacFarlan, cloth, $1.60; Why Joan? Eleanor Marcein Kelly, cloth, $1.50; Diverging Roads, Rose Wilder Lane, cloth, $1.50; The Emblems of Fidelity, James Lane Allen, cloth, $1.25.

Non-Fiction

Essays in Occultism, Spiritism and Demonology, Dean W. R. Harris, cloth, $1.25; Flags, Emblems and Coats of Arms of Canada, $1.00, on rollers, $1.50; The Navy in Battle, Arthur Hungerford Pollen, cloth, $2.50; The Biology of War, G. F. Nicolai, cloth, $3.50; Ambassador Morgenthau's Story, cloth, $2.00; Tales from a Dugout, Arthur Guy Empey, cloth, $1.50; Raemaeker's Cartoon, Louis Raemaker, (History of the War, Vol. 2), cloth, $1.75; The Burgomaster of Stilemonde, Maurice Maeterlinck, cloth, $1.75.

A Short History of France, Mary Duclaux, cloth, $2.50; The Book of Lincoln, Mary Wright-Davis, cloth, $2.50; Chess and Checkers, Edward J. Lasker, cloth, $1.25; Our Winter Birds, Frank M. Chapman, cloth, $1.00; Nature Stories to Tell the Children, W. Waddington Seers, cloth, $1.25; The Fundamental Doctrines of the Christian Faith, R. A. Torrey, cloth, $1.40; Economical Cookery, Marion Harris Neil, M.C.A., cloth, $1.50; Woodrow Wilson, an Interpretation, A. Maurice Low, cloth, $2.00; The Long Road to Baghdad, Edmund Candler, 2 Vols., cloth, $12.00; Ten Years on the German Frontier, M. F. Egan, cloth, $3.00.

THE MUSSON BOOK CO., LIMITED

Fiction

The Desert of Wheat, Zane Grey, cloth, $1.50; Priest and Layman, Ada Carter, cloth, $1.50; The Fighting Shepherdess, Caroline Lockhart, cloth, $1.50; The Best Short Stories of 1918, Edited by Edward J. O'Brien, cloth, $1.60; The Schoolboy in the War, Nellie Spence, paper, 15c; The Seamless Robe, Ada Carter, cloth, $1.50; With the Help of God and a Few Marines, A. W. Catlin, cloth, $1.50.

Non-Fiction

Experiments in International Administration, Francis Bowes Sayre, cloth, $1.50; The War Story of the C.A.M.C., Col. J. G. Adami, cloth, $1.50.

Juvenile

Bringing Up Father, George McManus, boards, 30c.

GEORGE J. McLEOD, LIMITED

Fiction

The Sagebrusher, Emerson Hough, cloth, $1.50; The Moonlit Way, Robert W. Chambers, cloth, $1.60; The Man Who Could Not Sleep, Arthur Stringer, cloth, $1.75; Booty, Douglas Grant, cloth, $1.50; The Evolution of Peter Moore. Dale Drummond, cloth, $1.50.

S. B. GUNDY

Fiction

The Hohenzollerns in American and Other Impossibilities, Stephen Leacock, cloth, $1.25; Good Sports, Olive Higgins Prouty, cloth, $1.40.

F. D. GOODCHILD

Fiction

Green Valley, Katherine Reynolds, cloth, $1.50; Beloved Sinner, R. S. Mc-

Namara, cloth, $1.60; Golf Course Mystery, Chester K. Steele, cloth, $1.50; Black Opal, Maxwell Gray, cloth, $1.50; When Life is at Stake (The Peril of the Marne), Berger, cloth, $1.60; Billy and the Major, Emma Speed Sampson, cloth, $1.25.

Non-Fiction

Yashka, Maria Batcharev, cloth, $2.00; Clemenceau, H. M. Hydman, cloth, $2.00; Foch, the Man, Clara E. Laughlin, cloth, $1.00; Thy Son Liveth, Anonymous, cloth, 75c; Children of France and the Red Cross, Constance Lucas, cloth, $1.50.

Juvenile

Grit a Plenty, Dillon Wallace, cloth, $1.50; Book of Bravery, Sydney Lanier, cloth, $2.00; Heroes of Aviation, Driggs, cloth, $1.50.

J. M. DENT & SONS
Fiction

Jungle Tales of Tarzan, Edgar Rice Burroughs; Old Dad, Eleanor Hallowell Abbott; The Highwayman, H. C. Bailey; Nights in Town, Thomas Burke; The Crescent Moon, Francis Brett Young; Jacquon, the Rebel, Eugene Le Roy, translated from the French by Eleanor Stimson Brooks; Nono, Jaston Roupnel, translated from the French by Barnet J. Beyer; The Challenge of Sirins, Sheila Kaye-Smith; The Song of the Sirens, Edward Lucas White; Gone to Earth, Mary Webb; Captain Gault, Wm. Hope Hodgson; Children of Passage, Frederick Watson.

Non-Fiction

The Red Cow, Peter McArthur; Women, A Study, by an Anonymous Author; Pedagomania, A Bachelor of Arts: The Nelson Touch, Walter Jerrold; The Soul of Wealth, Rev. Frank Partridge; Warriors and Statesmen, Gleanings from the Late Earl Brassey; Russian Revolution Aspects, Robert Crozier Long; Memorials of a Yorkshire Parish, J. S. Fletcher; The Playground of the Far East, Rev. Walter Weston, M.A., F.R.G.S.; Economic Statesmanship, J. Ellis Barker; Life of Sir Wilfrid Laurier, Peter McArthur.



COSMO HAMILTON
Whose new novel, "Who Cares," appeared recently.

SMALL THINGS

Margaret Deland's "Small Things" is a series of pictures of war, painted for the reader in her splendid touching manner—pictures of refugees, of the French women, the children, and the old men of Paris. There are stories of the boys when they came to France and the effect French ways had upon them. Mrs. Deland shows Paris in war time, when the sand bags were piled high to protect Napoleon's tomb, and she shows us how the French felt when they went into Napoleon's tomb at that time. Germaine, the pretty little French girl who did her bit for her country, the milliner's messenger, the Y.M.C.A. girls and men, all pass before us in a wonderful panorama of the time.

BLIND BOY HERO

"Dawn," is the new book by Mrs. Eleanor H. Porter. It is the tale of a boy who grows blind, later learning to rise above the tragedy in usefulness; this book comes to the world at a peculiarly opportune time. Ever since Mrs. Porter's first appearance in print, her philosophy of cheer and "compensation" has furnished comfort to her thousands of readers. In spite of the fact that the first edition of "Dawn" did not appear until March 29, a third edition is already being printed, this being necessitated by the first two editions being exhausted by advance sales. The Canadian bookseller who did not stock up adequately for the early marketing of this book will do well to keep this circumstance in mind.

WHY PROHIBITION?

"Why Prohibition?" by Charles Stelzle, gives the results of the author's prolonged study of the economic aspects of the liquor problem. This is such a live question in Canada to-day that this book should be given prominence in the bookshops.

FOR BANKS

"Bank Window Advertising," by W. R. Morehouse, is an illustrated handbook telling how to get the best results from this kind of advertising. Booksellers should specially canvass the local banks.

DR. WILD'S BOOK AGAIN

"The Lost Ten Tribes," by the Rev. Joseph Wild, is a new edition of a book first published in 1879, which has been in frequent demand in many Canadian towns and cities. Dr. Wild was at one time one of Toronto's most prominent preachers.

NEW AND FORTHCOMING

Among the new books announced for early publication are "The Living Corpse" (produced as "Redemption"), by Leo N. Tolstoi, translated from the Russian by Anna Monossovitch Evarts; "Last and First," two unpublished essays by John Addington Symonds; "James Crowe, Aviator," a series of war letters written by a New York "Sun" man, killed in France, edited by W. B. Chase; "Ironica," a volume of new poems by Donald Evans, and "Numbers," five one-act plays by Grover Theis.

"Luna Benamore," by Ibanez, shortly to appear, will include a novel with scenes laid at Gibraltar and a series of the Valencian tales representative of the writings which gained for this author his popularity in Spain.

Bank Would Assist Merchants

BANKERS BESTIR THEMSELVES
The big banking institutions realize the important part of their clientele made up by merchants in the various towns. Readers of "Bookseller and Stationer" will be interested by this presentation of a plan to help retailers to meet mail-order house competition.

A Scheme Advanced to Enable Retailers to Meet Mail-Order Competition

From "The TELLER." Issued by the Sterling Bank

AN important part of the bank's clientele in a small town are the local merchants. Their business is good business for these reasons. Firstly, it is profitable. Secondly, the local merchant deals with many of the bank's customers in the big cities—and profitable banking transactions are the result. Thirdly, the merchant fills an unusual position in the small community's life. His business opinions as a rule carry weight. The fact that he himself uses a certain bank's services influences other people to go to the same bank. It is therefore doubly important that every branch manager should win the merchant's friendship. And he can do this most effectively by helping the merchant solve his merchandising problems.

To-day the biggest problem facing the small town merchant is the mail order house. He looks upon it as a giant octopus, which will some day squeeze the life out of his business. The big, aggressive mail order houses catalogue not only every farmer but every prospective purchaser. To-day you cannot go into a single community in Canada where the services of the mail order concerns are not available. Indeed, so keen has competition become that for the past few years the retail merchants have been crying out and demanding that mail order houses be legislated out of existence.

Must Give Service

Every banker must realize that this is an impossible, indeed a retrograde step. Three things have built up the mail order business to its present stay positive—low prices, variety of goods, dependable service. Those three factors are the very breath of competitions in merchandising. The concern that falls down in any one of them, whether it is a retail store or a mail order house, is a concern that will eventually go to the wall. It is every banker's duty therefore to impress upon local merchants that they must answer the competition of mail order houses with three weapons.

True, the small merchant has not the same chance of buying at so low a price as do the mail order houses. He has to deal with a jobber, whereas they deal direct with the manufacturer and buy at jobber's prices. But he can show a great deal more keenness in his buying than he displays to-day. He can point out to the jobber, for example, that the mail order houses are invading his territory; that the jobber should give him advantageous prices from time to time so that he can "Put on a Special" which will convince the local people that there is nothing to be gained by buying "Out of town." In this way both the jobber and merchant will be protecting their business.

The Merchant's Advantage

On the other hand, the local merchant has important advantages over the mail order house. He is immediately at hand. His goods can be inspected before purchase. He can put a personal touch into his transactions. He can show his customers that his goods, too, come from the big cities. Pressing these advantages home—at every opportunity, upon every customer—is a better answer to mail order competition than holding up his hands in despair and calling on the gods to witness his ruin.

Getting Farmer to Pay Cash

There is another suggestion that the banker can make to his merchant clients. The average farmer regards the retailer in his own town as one upon whom he can lean when accommodation is required, as one who, for example, can take butter and eggs off his hands in exchange for goods. This condition exists and has existed for years, and in addition to this burden the retailer is expected to carry the farmer from crop to crop—himself being compelled in turn to seek accommodation from his jobber in the way of dating. This is a ridiculous situation to-day because the farmer is educated to cash payment—he actually pays cash in advance to the mail order houses. Why, therefore, shouldn't the local merchant begin to refuse this accommodation? All's fair in business. "Mr. Farmer," he shall say, "I've been on this spot serving you for years. I've given you many favors. But you make your most important purchases by mail—pay cash in advance. Now, surely, it is only fair that you pay me cash in advance also for the small purchases you now make here. Every time I pay cash the jobber gives me a discount of 2 to 5 per cent. Each year he allows me also 9 per cent. for prepayment of my bills. You pay me cash and I'll turn this advantage over to you. Both of us will be better off."

The Community Aspect

The merchant is too important a customer of the bank for any branch manager to overlook the problem of mail order competition. Then again there is a community aspect to the question.

Were the retail mail order houses called upon to support every public enterprise in all the towns in which they sell goods as all the retailers do, and are expected to, a considerable hole would be made in their profits. The more the farmer and local community patronize the retail mail order houses just by that much do they retard the building up of their home town, and if the present expansion in this way of trading is kept up, it is not hard to vision that this short-sighted policy will eventually result in the practical elimination of the small town.

Banker Should Favor Retail Store

The banker should induce his farmer customers to see that they are deliberately, for the sake in many instances of a very small difference in price, and in a great many cases none whatever, destroying the advance in price of their greatest asset, namely their farm lands. He should urge them to use the mail order houses only to procure from them such commodities as they cannot get from their home merchant. With the increase in the volume of business done by the country merchant which would naturally result by this action on the part of the farming community, the overhead charges of conducting a store would be less in proportion and with the cost of selling goods materially reduced, a closer pricing of merchandising would naturally follows.

THE HEART OF PEACE

A creditable new book of verse is Lawrence Housman's "The Heart of Peace," published by Small, Maynard & Co., Boston. Reactions to peace and war characterize most of the poems, but there are other miscellaneous lyric poems. Mr. Housman is well known on both sides of the Atlantic as a poet, a playwright, a novelist, and as a writer for children, and by reason of this booksellers will find, in introducing this book that the way has been paved for many sales by reason of the popularity gained by his previous works.

THE MAN FROM THE CLOUDS

William Briggs' spring publications included a new novel by Storer Clouston, entitled, "The Man From the Clouds." It is even better than "The Spy in Black." The opening is more dramatic, the psychology shown in the delineation of the principal characters more subtle. Nothing could be better than the way in which the antecedents and training of the narrator, ex-diplomatist, ex-actor, and R.N.V.R. officer, are made to influence his career and achievements as a spy-hunter. The scene is laid almost entirely on one of the "Windy Isles" off the north of Scotland familiar to readers of "The Spy in Black," and Mr. Storer Clouston's use of local color and atmosphere adds greatly to the impressiveness of the whole.

Retail Merchants in Convention

MET THE LAW MAKERS
Representative retailers held conferences with Senators and Members of Parliament at Ottawa, discussing vital questions and desired reforms should ensue.

Many Important Questions Dealt With by R.M.A. Executive, and Legislation is Urged

Reported by Resident Representative.

THE Dominion executive of the Retail Merchants' Association has been in session at Ottawa recently. The following were in attendance: Horace Chevrier, W. G. Devlin, C. W. Rannard, J. A. Banfield, Winnipeg; J. G. Watson, A. Daniel, J. S. A. Filion, L. M. Cornellier, Montreal; W. C. Miller, D. W. Clark, Toronto; A. A. McIntyre, John H. Vaughan, St. John, N.B.; W. J. Hopgood, J. C. Doyle, Halifax; B. W. Ziemann, Preston; C. H. Burtt, Fredericton, N.B.; J. J. Polson, Regina; E. J. Turcotte, East Broughton; Henry Watters, E. M. Trowern, Ottawa.

The delegates were welcomed by E. R. Fisher, S. McClenaghan and Henry Watters, of the Ottawa branch of the association, the speeches of welcome being replied to by B. W. Ziemann and J. G. Watson. The whole day, until 8.30 at night, was spent in discussion of the matters to be laid before the members of the Dominion Cabinet and members of the House of Commons and Senate.

The meeting with the members of the House and Senate took place at the Hotel Chateau Laurier, and was well attended by those representatives particularly interested in retail trade. Mr. Horace Chevrier of Winnipeg occupied the chair and presented the whole programme for the consideration of those present in a most admirable manner.

He dealt at length with the Bankruptcy Act. He said the retailers did not think there was any need for such an Act. It is being asked for by the Credit Men's Association. The retailers did not think an Act could be made that would not cost more to the commercial and financial interests in Canada than it would save, in the way of expenses as well as stability in trade. Owing to the way it was originally drafted, it was more like an addition to the criminal code than an Act to help trade and credit. Even today, after many amendments, it bids fair to be fruitful of litigation and waste of estates.

It is necessary for a small proportion of traders, but the only object of a Bankruptcy Act is to free of all bonds the man who has given to his creditors all he has in the world. Unless there are important changes in the draft of the Act from last session, that principle is lost sight of. If those powers which are asking for the Act are strong enough to hypnotize Parliament and to obtain the consecration of the principle of the Bankruptcy Act in spite of the fact that it is absolutely unnecessary from our point of view, then certain safeguards would have to be imposed.

He said there had been a Bankruptcy Act in Canada years ago which worked hardships to the public, and the whole credit structure of Canada was placed in a bad position. There is no evidence that the credit men and bankers were any more angelic than they used to be, and if this proposed Act is not carefully looked after we may see the same thing repeated.

"Do you think," interposed Senator McSweeny, "that we need one at all? We should much prefer that there be no Act passed."

In the matter of the proposed legislation requiring merchants to keep books, the Association agreed that this was necessary, but care shoud be taken to see that it was not made excessive. The proportion of men in business who go in with the deliberate intention of swindling was very small and should not govern in the matter.

On the False Advertising Act, it was pointed out to the meeting that up to the present the law could not catch the man who systematically allowed his advertising to be conducted to the detriment of the trade and the public. The association was asking amendments to the False Advertising Act to deal with this. The Act was quite severe on the merchant who personally advertised falsely, but did not get at the man who allowed his agent to do so.

The officers for the ensuing year were as follows:

President, J. A. Banfield, Winnipeg.

First vice-president, J. G. Watson, Montreal.

Second vice-president, J. L. S. Hutchinson, Saskatoon.

Third vice-president, F. W. Daniel, St. John, N.B.; fourth vice-president, T. A. Gaetz, Red Deer, Sask.; fifth vice-president, W. J. Hopgood, Halifax, N.S.; sixth vice-president, G. A. Howker, Vancouver; treasurer, Henry Watters, Ottawa; secretary, E. M. Trowern, Ottawa.

Carrying of Parcels and Catalogues by Mail

It was pointed out that only a small portion of this was borne by the parties benefiting, the remainder of the cost had to be borne by the letter service. This allowed the mail-order houses to take away a great deal of trade from those parts of the country where it should be carried on. The country was being drained of its small towns and villages and those centres of society which were so necessary and which retail trade tended to encourage were suffering. The trade which they should get was being taken from them by the mail-order houses. He regretted to say that many who should have a wider outlook were among the greatest encouragers of this business. The clergyman, for example, who should have a wider outlook. The mail-order catalogue was next to the Bible in many homes, where they sat down on Sunday and studied the big catalogues and made out their orders. The whole thing was largely due to the fact that the Government was carrying parcels at less than cost.

Senator Blain asked if it was not a fact that the country merchants themselves were great sinners in this respect, and often bought abroad what they could get at home. He was told that if there were those who did so, they were not members of the Retail Merchants' Association. "Anyway," said Mr. Chevrier, "we ask that you make this impossible on the part of the merchant or any other individual."

Fire Insurance Act

It was pointed out that it was not the retail merchant who was asking for this legislation. An attempt was being made to put through forms of applications containing innumerable questions and to make this signed application a part of the policy. In many cases the questions were impossible to answer. Exception was also taken to the fact that the Act would allow of too many structural changes in buildings being required. The agent of one company would require one thing and another agent would require something else, so that, if, as very often happened, a man had ten or a dozen policies, his building might practically have to be reconstructed. It looked to the association like a well-organized system of black-listing. They objected to the application becoming part of the policy, but if it is so, then the rates should be reduced. If the companies are to take absolutely no risk, they should share part of the premium with us; or, we say, once a policy is issued on this proposed application form it should be absolutely non-contestable after a certain time.

Weights and Measures

The Retail Merchants' Association asked that the fees for inspection under this Act be abolished. If this were done the merchant would invite inspection. It was for the public benefit and should be a public service.

Price Maintenance Legislation

The association was in favor of price maintenance in order that the manufacturer should be able to maintain the quality of his goods. It was pointed out that a catalogue picture could make anything look good, but that did not assure quality, as they knew.

Weight of Contents of Cereal Packages

With this matter was also considered

the weight of the wrapping on hams. While it has usually been possible for the merchant to protect himself in this matter, there is a limit to the distance he can go. They are many who do not realize how much this adds to the cost of the hams. It should be delivered to the merchant at the net price, regardless of the weight of the wrapper. In regard to weight of package contents, this is asked for by the consumer, the complaint being frequent that packages are not equally filled.

Adulteration Act

The association thinks the standard should be set in regard to honey and maple sugar. As to margarine, there was a question in the minds of some as to whether it should be sold at all or not; it was one of the matters on which opinion was divided, but in any event it should be graded. At present it is all sold the same, though there is a great difference in the materials composing the product masquerading under the name. This may be profitable for the manufacturers, but it is hurtful to the country. The consumer should have a chance to know just what the grade is of the material he is buying.

Inland Trade Commission

"Much of the trouble we are giving you gentlemen this morning would be obviated if we had an Inland Trade Commission," observed Mr. Chevrier. "As regards inland trade, we must say that the Department of Trade and Commerce is still only at the beginning. We find it always in the position of being about to be made as useful as possible—but not yet. A commission would stimulate inland trade; it would simplify matters, benefit the public and make the life of those in business better than it has been."

Government Employees and Garnishee Act

With the possible exception of the Bankruptcy Act the matter of garnishee of the wages of Government employees was laid more stress on than any other subject that came up. It was pointed out that with the C. N. R. becoming part of the Government machinery and the law preventing garnishee in civil suits, we had the condition where thousands who were once good pay were now trying to deadhead under the protection granted them. Any man who gets his cheque from the Canadian National Railways—and they are scattered all over Canada—cannot be garnisheed. The laws in the different Provinces vary so much with regard to debtors that it is a fact that in certain Provinces you can not get at a man's goods nor have him up under judgment summons, so with the absence of garnishee you have no recourse at all. We have to recognize that there is a large class which has become known as civil service deadbeats. Probably 95 per cent. or more of them were originally honest, but they are being put in the position of not being easily trustable, so that there is no disposition on the part of dealers any longer to extend credit to civil servants. The only reason for garnishee not being allowed is the inconvenience it might be to the Government, but, as has been the experience where it has been allowed in the case of Provincial Governments, the very fact that the privilege of exemption does not extend to the civil servants has made it very seldom necessary to invoke the Act.

War Stamps on Patent Medicines

This has worked a hardship to the retailer as the Department has had spotters all over the Dominion looking for a chance to catch men, and actually laying traps for them by making pretence of great hurry on the part of the buyer and of his being unable to wait for the stamp or even to have his purchase wrapped up. It has been haste, not dishonesty, which has caused whatever trouble there has been. It has cost the Government over 62 per cent. to collect the revenue. It should be abolished.

War Profit Tax on Luxuries

This also should be abolished. It is hard to say just what luxuries are nowadays, and when you put jewellery in that category any man is prepared to say a watch is a necessity, and the same is true of cuff-links and other articles. Automobiles also were necessities in many cases.

There was such unanimous assent to the suggestion that the purchaser of goods on Sunday should be made equally guilty with the seller that the matter was not considered as requiring further urging.

Daylight Saving

The chairman said he was aware that there was some difference of opinion in regard to this. As he went on to discuss it he was interrupted by some of the legislators present who said the scheme was practically dead so far as Parliament was concerned, and it was unlikely that anything more would be heard of it.

Cost of Living Statistics

It was pointed out that this was now in the Department of Labor and had not been well handled. It was thought it should go to the Department of Trade and Commerce, so there might be a chance of getting dependable figures.

Customs Confiscating Automobiles

Numerous cases of this kind had arisen and worked great hardship. There was a practice of smuggling or distributing liquor in cars, and the cars, when caught, were seized at the border. It was pointed out that in a great many cases the cars were not the property of the nominal owner, being paid for in instalments. Unless it was proved that the real owner had guilty knowledge he should be protected.

Co-operative Societies

All such societies should be carefully examined as they were guilty of deceptive methods. Active steps should be taken by the Retail Merchants' Association to see that the public was more fully informed regarding them. Their method of showing profits, when they did show them, were not fair or legitimate. In this connection the matter of the co-operative efforts of civil servants was brought up, and the fact that they were doing their work to some extent with Government conveniences and in Government time. "You can stop this," the legislators present were told. "They are breaking bulk on their purchases and dividing stuff up in Government time and on Government premises."

The chairman made it plain that the association was not in favor of asking for a tariff commission. They thought the tariff should be changed at once and not left to the slow operations of a commission, but if a commission should be established they wanted to be represented thereon.

A more or less general discussion on the different points brought out then ensued. Senator Blain wished to know something definite regarding the position of the retailers on the matter of the accuracy or inaccuracy of the trade statistics. Secretary Trowern pointed out many inaccuracies. At the time of the postmen's strike last summer statistics were presented stating that there had been an increase of 64 per cent. in the cost of living, which the association claimed was far too high. They asked to be permitted to put expert men in the Labor Department who, would conduct an investigation free of cost, but the permission was not granted. Babsons' reports, which are considered a standard, show the postmen's figures to be far too high. Another speaker pointed out that in Moose Jaw figures had been taken for eight items and compared with the reports of the Department of Labor, and the figures of the latter had been shown far too high.

Senator Blain said it was very important from the standpoint of Canada as a country seeking immigration and business, that the figures should be accurate.

Different members and senators spoke and expressed pleasure with the idea of bringing them to the meeting. Many of the arguments presented had impressed them favorably. Garnishee was a hardship and should be abolished. Speaking on co-operation, one of the visitors said he was in favor of the old tried way of selling goods from the manufacturer to the retailer and from him to the consumer—a way which had stood the test and could not be beaten.

In a further discussion on the matter of an Inland Trade Commission, it was pointed out that the object of the association in urging this was to try to control Canadian business for the Canadian manufacturer. We should find out if we are losing trade, and to whom. Why can we not get trade now going to the United States turned into Canadian channels? The matter of men's furnishings was instanced, and it was asked what was the matter with the Canadian manufacturer when he could not control this business. If it was a matter of inferior goods, less attractive packages, or whatever it was, it should be found out. We want the balance of trade to remain in Canada. All the retailers asked was that the Dominion Government should help them to find out those things.

Simple Book-keeping for Merchants

IS APPRECIATED

That the expert advice afforded by these articles by C. J. Morris is appreciated has been demonstrated by the correspondence the first article has brought from retail booksellers and stationers seeking light on other points of book-keeping.

How to Start a Ledger—Double Entry System Enables Perfect Check to Be Kept—Explanation of Entries From Journal Into Ledger

By C. T. MORRIS

In order to understand the explanation given below of the method of posting the entries in the Journal to the Ledger, it will be necessary for the reader to have before him the Journal for the four days as given in last month's article.

This Journal comprises a record of every transaction in the store which is connected with money. It does not matter whether money is paid out or received at the time or not, the transaction must be entered in this book.

Now it is clear that should we wish at any time to find out how much Mrs. Jones owes us, or how much we owe Anderson & Co., or how much we have paid out for general expenses, we could do so from this book if we took the trouble to go through it and pick out every item having to do with Mrs. Jones or Anderson & Co., but this process would take up far too much time. We therefore make use of another book, called a Ledger, in which we make up, in alphabetical order, accounts for all the persons with whom we do business. In these accounts we enter up each item from the Journal as we go along, so that when we wish to know, for instance, how much Mrs. Jones owes us we simply turn to the account in the Ledger allotted to Mrs. Jones and we there find all transactions we have had with her already entered at the one place, and we can therefore at once tell how much is due from her.

Retain Present Account Systems

It is possible that some readers who may wish to start a system on the lines here described may already have in use one of the various account systems by which customers' accounts are kept. Our system will in no way interfere with any of these account systems, which may be continued simultaneously with, and may be made part of, the one we are discussing.

Whereas the Journal was ruled with a single cash column the Ledger must be ruled with two. In the left hand, or Debtor column, we enter a record of everything the person in whose name the account stands receives from us and is indebted to us for, and in the right hand, or Creditor column, we enter a record of whatever we receive and are indebted to him for.

For instance, take Entry No. 1 in the Journal. Mrs. Jones receives some goods from us and is indebted to us for these in the sum of $5.60. We therefore open an account for Mrs. Jones (see p. 5 in our Ledger) and enter Mrs. Jones as Dr. to Goods for that amount. Later on when she pays us $10 (see entry No. 33) she is our creditor for that amount, and we therefore enter on the right hand side of her account, "Creditor By Cash, $10." The letters Dr. and Cr. are placed over

Page 1

MR. BLACK, 90 Upper St.

Dr.			Cr.		
Jan. 2	To goods	$ 5.55	Jan. 4	By cash	$10.00
" 4	" "	8.30		By balance	3.85
		$13.85			$13.85

Page 2

MR. BROWN, 135 North St.

Dr.			Cr.		
Jan. 1	To goods	$7.20		By goods	$1.40
" 2	" "	1.70		By balance	7.50
		$8.90			$8.90

Page 3

H. T. EDWARDS, 77 Main St.

Dr.			Cr.		
Jan. 3	To goods	$7.40	Jan. 4	By cash	$5.00
				By balance	2.40
		$7.40			$7.40

Page 4

MRS. GREEN, 37 King St.

Dr.			Cr.		
Jan. 2	To goods	$4.30		By balance	$4.30

Page 5

MRS. JONES, 24 Main St.

Dr.			Cr.		
Jan. 1	To goods	$5.60	Jan. 3	By cash on acc.	$10.00
" 1	" "	.75		By balance	5.70
" 2	" "	9.35			
		$15.70			$15.70

Page 6

J. W. ROBINSON, 89 Western Ave.

Dr.			Cr.		
Jan. 2	To goods	$9.30	Jan. 2	By cash	$8.00
				By balance	1.30
		$9.30			$9.30

Page 7

MRS. ROBINSON, 41 South St.

Dr.			Cr.		
Jan. 1	To goods	$ 8.32	Jan. 4	By cash	$ 8.32
" 4	" "	9.38		By balance	9.38
		$17.70			$17.70

Page 8

E. W. SMITH, 54 High St.

Dr.			Cr.		
Jan. 1	To goods	$3.40	Jan. 2	By Cash	$3.40
" 3	" "	3.59		By balance	3.59
		$6.99			$6.99

Page 9

MRS. WHITE, 89 Queen St.

Dr.			Cr.		
Jan. 2	To goods	$11.15	Jan. 3	By Cash	$11.00
" 4	" "	17.63		By P. & L. (disc't)	.15
				By balance	17.63
		$28.78			$28.78

Page 50

DAILY CASH SALES ACC.

Dr.			Cr.		
Jan. 1	To goods	$ 52.90		By cash	$ 52.90
" 2	" "	73.90		" "	73.90
" 3	" "	64.79		" "	64.79
" 4	" "	83.70		" "	83.70
		$275.29			$275.29

Page 201

Dr.	ANDERSON & CO.				Cr.
Jan. 2	To bank	$56.16	Jan. 1	By goods	$57.90
	" P. & L. (disc't)	1.74	" "		37.10
	" balance	37.10			
		$95.00			$95.00

Page 202

Dr.	GREEN & SON				Cr.
	To balance	$20.65	Jan. 1	By goods	$20.65

Page 203

Dr.	HOLDEN BROS., LTD.				Cr.
Jan. 4	To bank	$50.00	Jan. 2	By goods	$74.00
	To balance	24.00			
		$74.00			$74.00

Page 204

Dr.	UNIVERSAL SUPPLY CO.				Cr.
	To balance	$22.30	Jan. 3	By goods	$22.30

Page 301

Dr.	BANK ACCOUNT				Cr.
	To balance	$200.00			
Jan. 2	To cash	52.90	Jan. 2	By Anderson & Co.	$ 56.16
" 3	" "	85.30	" 3	By cash	50.00
" 4	" "	85.79		By self drawing acc.	25.00
				By Holden Bros.	50.00
				By balance	242.83
		$423.99			$423.99

Page 302

Dr.	CASH ACCOUNT				Cr.
	To balance on hand	$100.00			
Jan. 1	To daily cash sales	52.90	Jan. 1	By sundry trade ex's	$ 2.75
	" J. W. Robinson	8.00		By sundry trade ex's	7.50
	" E. W. Smith	3.40		By petty cash	5.00
	" Daily cash sales	73.90		By sundry trade ex's	1.50
	" Bank	50.00	" 2	By bank	52.90
	" Mrs. Jones	10.00	" 2	Sundry trade ex's.	3.80
	" Mrs. White	11.00		By P. & L. (short. in till)	.35
	" Daily cash sales	64.79	" 3	By bank	85.30
	" P.&L. (over in till)	.35	" 4	By bank	85.79
" 4	" Mrs. Black	10.00		By balance	236.47
" 4	" H. T. Edwards	5.00			
	" Mrs. Robinson	8.32			
	" Daily cash sales	83.70			
		$481.36			$481.36

Page 304

Dr.	GOODS ACCOUNT				Cr.
	To balance on hand	$2,000.00			
Jan. 1	To Anderson & Co.	57.90	Jan. 1	By Mrs. Jones	$ 5.60
" 1	" Green & Son	20.65		" E. W. Smith	3.40
" 2	" Mrs. Brown	1.40		" Mrs. Brown	7.20
" 2	" Holden Bros. Ltd.	74.00		" Mrs. Robinson	8.32
" 3	" Anderson & Co.	37,10		" Mrs. Jones	.75
" 3	" Universal S'ply Co.	22.30	" 1	" daily cash sales	52.90
			" 2	" J. W. Robinson	9.30
			" 2	" Mrs. Brown	1.70
			" 2	" Mrs. Jones	9.35
			" 2	" Mrs. Green	4.30
			" 2	" Mrs. White	11.15
			" 2	" Mrs. Black	5.55
			" 2	" daily cash sales	73.90
			" 3	" E. W. Smith	3.59
			" 3	" H. T. Edwards	7.40
			" 3	" daily cash sales	64.79
			" 4	" Mrs. Black	8.30
				" Mrs. White	17.63
				" Mrs. Robinson	9.38
				" daily cash sales	83.70
				" balance	1,825.14
		$2,213.35			$2,213.35

the left and right hand columns respectively to signify Debtor and Creditor.

Double Entry System

This system, as it has been so far explained, would enable us to find out at any time how we stood with our customers and our creditors, but it would not enable us to check up our books so that we could be absolutely certain that all our entries had been correctly made and that no omission or mistake had occurred. To enable us so to check up our accounts a system called Double Entry has been devised by which every item is entered twice. If Mrs. Jones receives goods from us our stock of goods is decreased to an amount equivalent to their value; if she pays us cash our stock of cash is increased by the sum she pays. We therefore open various impersonal accounts, such as Goods Account, Cash Account, etc., and when Mrs. Jones receives goods from us we not only debit her with the goods but we make a corresponding entry on the opposite side in the Goods Account, and Credit Goods by Mrs. Jones with the same amount. Similarly when Mrs. Jones pays us money we not only credit her with the amount but we debit our Cash Account with a like sum. It will perhaps be easier to understand this method if we regard Goods and Cash as actual persons. Mr. Goods supplies merchandise to Mrs. Jones for which the latter is a Debtor and Mr. Goods is a Creditor. Then Mrs. Jones hands Mr. Cash some money, in which case Mrs. Jones is the creditor and Mr. Cash is indebted to her. Thus every item in the Journal will be entered twice—once on the debit side and once on the credit side. This being the case, it is clear that when we come to balance the various accounts the total of the various debit balances must agree with the total of the various credit balances. If these balances do not agree we know there must be something wrong with our bookkeeping and that an error has crept in somewhere, in which case we have to check over each separate entry until we find the mistake.

How to Start Ledger

We have already dealt fully with item No. 1 and we now take item No. 2—Goods received from Anderson & Co.

Parenthetically it may here be mentioned that as a rule a merchant will prefer to have two Ledgers—one for goods bought and another for goods sold; for a business of any size this is preferable. But on the assumption that ours is only a small business we are only using one Ledger, in which pages 1 to 200 are allotted to our customers, pages 201 to 300 to the merchants from whom we buy, and 301 onwards to the impersonal accounts above referred to.

We now open an account for Anderson & Co. on page 201 and credit them "by Goods" with $57.90, and we turn to the Goods account, already opened on page 304, when we were dealing with Mrs. Jones' item, and enter therein on the Dr. side, "To Anderson & Co." $57.90.

Item No. 3 is freight paid on Ander-

son's goods. This, strictly speaking, is part of the cost of the goods and in a large business would be so treated, but for convenience and simplicity's sake we will treat it as a Trade Expense. We therefore open a Sundry Trade Expenses account on p. 307 and enter the amount Dr. to Cash, while we credit the Cash account which we now open on p. 302 with the equivalent amount.

Item No. 4 for telephone is also a Sundry Trade Expense and is treated in precisely the same manner as item No. 3.

Petty Cash

Nos. 5, 6 and 7 call for no comment. No. 8 shows the method of taking out a lump sum for small expenses which will be entered in the small memorandum book for petty cash, instead of making a separate entry in the Cash account and Sundry Trade Expenses account for every few cents we may be called on to expend. This $5 is treated as a single Sundry Trade Expense and entered as were items 3 and 4.

At the end of the day we total up our cash sales and enter the amount in the Journal.

Here it must be observed that for bookkeeping purposes there are two transactions. First the sale of the goods and secondly the receipt of cash, and if we treat each transaction as we do the sales to credit customers we shall require two entries for each. We therefore open a Cash Sales account; from this we have received $52.90 which has been added to our cash and we therefore debit the Cash account with that sum, at the same time crediting Mr. Cash Sales with a like amount. That settles the cash part of the transaction. Now for the Goods part. Mr. Goods has handed over to Mr. Cash Sales, goods to the value of $52.90, and he is therefore credited with their value, while a similar sum is debited to Mr. Cash Sales. This item of $52.90 is thus entered four times.

Pay Daily Receipts into Bank

With reference to item No. 13, too great emphasis cannot be laid upon the desirability of paying into the bank each day the total cash takings of every kind of the previous day, without any deduction whatever. You need not necessarily pay in the actual cash. If you happen to have expended part or all of it draw a cheque for the amount you have spent and pay that in as cash. If it is not convenient to make a journey to the bank every day make out a separate slip for each day and pay them all in when you do go. This daily amount must include not only the amount taken for cash sales, but also any cheques or cash received from your credit customers.

In this way you will have an incontrovertible record of your takings which will be invaluable to you if at any time you should wish to dispose of your business.

We now open a bank account, which will be a check on our pass book, and enter therein $52.90 on the Dr. side "To Cash," at the same time we credit the

Page 305

Dr.	PRIVATE DRAWING ACC.			Cr.
Jan. 3	To bank	$25.00	Balance.....	$25.00

Page 306

Dr.	PROFIT AND LOSS ACC.				Cr.
Jan. 2	To cash (short. in till)..	$ .35	Jan. 2	By Anderson & Co.....	$1.74
	" Mrs. White	.15		" over in till	.35
	" balance	1.59			
		$2.09			$2.09

Page 307

Dr.	SUNDRY TRADE EXPENSES			Cr.
Jan. 1	To cash for freight (Anderson)	$ 2.75		
	" cash for telephone..	7.50		
" 1	" cash for petty cash.	5.00		
	" cash for price cards	1.50		
" 2	" cash for string, etc.	3.80	By balance....	$20.55
		$20.55		$20.55

Page 308

Dr.	CAPITAL ACCOUNT		Cr.
		By fixtures,, etc.....	$ 500.00
		" cash on hand	100.00
		" cash at bank	200.00
	To balance $2,800.00	" stock	2,000.00
	$2,800.00		$2,800.00

Cash account with an equivalent amount taken from it.

Our next customer is J. W. Robinson, who orders some goods to be sent and leaves us $8 to be placed to his credit. We therefore open an account for him on page 6, debit him with $9.30, value of goods, and credit him with $8, cash paid. Remember that each of these items has to have a corresponding entry elsewhere; thus we credit Goods account with $9.30 and debit Cash account with $8.

Returned Goods

Entry No. 16 shows that some goods sent in error to Mrs. Brown have been returned, and in their place we sent other goods to the value of $1.70, those returned being valued at $1.40. We therefore turn up Mrs. Brown's account on page 2, credit her with $1.40 for goods returned and debit her with $1.70, goods sent. At the same time we debit Goods account with the $1.40 for goods retaken into stock and credit it with the $1.70 for fresh goods supplied.

Discounts

In entry No. 24 we have the item of discounts. To deal with this and with sundry unavoidable losses or incidental gains, we open a Profit and Loss account on page 306. We then debit Anderson's on page 201 with the amount of our cheque and also make them debtor to Profit and Loss for the amount of discount; at the same time we credit the bank account with the amount of the cheque and Profit and Loss account with the $1.74.

On balancing up our cash for the day we find we are 35c short which we cannot account for. We therefore credit Cash with this amount by profit and loss and debit Profit and Loss with the same amount.

Entry 28. Here it will be seen we pay into bank the full amount of cash takings together with the amounts received from J. W. Robinson and E. W. Smith.

Entry 29. Requiring more money for change, we draw $50, crediting Bank account and debiting Cash account.

Entry 30. The correct method here would be for the proprietor to pay himself a salary, which would be one of the legitimate expenses of the business. However, we will for the present open a Drawing account on page 305 and will deal with the matter when we come to make up a Profit and Loss account.

Entry 35. Here it is we who allow the discount, and the entries in Profit and Loss and Cash are therefore now on the contrary sides to those on which they were entered in dealing with entry 24.

Entry 39. The cause of our deficit of 35c yesterday has been discovered and entries are made similar to those of yesterday but on opposite sides of the Ledger accounts. The remaining entries are similar to those which have already been dealt with.

In the next article we shall show how to balance the Ledger and prove that all entries have been accurately made.

(To be continued.)

Halifax, April 1.—W. B. Putnam, Halifax city salesman for the Office Specialty Co., has resigned and is now in the firm of E. L. Staling, counter check book and manufacturing agents.

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The Four Leading Lines in Letter Files

ROTAX Spring Clip
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B-1 —8 semi-moist pans 6 standard colors with sepia and charcoal gray.
B-1 —Special—8 semi-moist pans, 6 standard colors with white and black.
A-13—4 semi-moist pans, carmine, blue and 2 pans of gamboge.
A-14—4 semi-moist pans, carmine, blue, gamboge, black.
A-8 —4 dry cakes, carmine, blue, and 2 pans of gamboge.
A-9 —4 dry cakes, carmine, blue, gamboge, black.

For sale by the leading jobbers, or trade orders will be promptly filled by

The Geo. M. Hendry Co., Ltd.

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Containing Classified Vocabularies, Conversational Phrases and Sentences, Travel Talk for Railway, Steamboat, Customs, Hotel, Post Office, Commercial Trading, Legal and Religious Terms, with **English** Phonetic **Pronouncation.** Grammar, in some instances, forms a separate volume. Tables of Money, with illustration of Coinage and English and American Values, Weights and Measures, &c.

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The Largest Selling Quality Pencil in the World

VENUS PENCILS

Embody in their perfection over half a century's experience in their pencil making.

17 *Black Degrees and 3 Copying*



The Pre-eminent QUALITY of VENUS Pencils recognized wherever pencils are used, make them one of the most staple items in a stationer's stock.

American Lead Pencil Co.
220 Fifth Avenue, New York
Also Clapton, London, Eng.

DISHONESTY IN BUSINESS

UNDER the above caption *The Financial Post* deals editorially, in the current issue, with one of the grave conditions of modern business life, the failure to consider a contract binding on both parties if it is to the disadvantage of one. The editorial reads as follows:

"The whole fabric of modern business and industry is based on confidence. Anyone, be he retailer, wholesaler, or manufacturer, who breaks faith with another, takes a slash at business in general. There are those who break their contracts when prices decline, and feel safe in the knowledge that it would cost too much to litigate, and the judgment would not cover all the loss of money, and none of the loss of time. Sometimes, a real business man does get disgusted, and in spite of his loss, he gives the offender a lesson on the ethics of business for the benefit of the country in general. There are, however, large numbers of the small calibre business man who manage to stay in business, sit tight while markets rise, and welsh when prices decline—usually escaping the penalty, probably because the game is not worth the ammunition.

"It has been known for a carload of canned fish from the Pacific Coast, packed and labelled to the order of an Atlantic house, to be cancelled by wire a few days before date of shipment because the market has declined, and the shipper, with a carload of canned fish on his hands, was told, 'He could use his own judgment about shipping, but the stock would be refused on inspection.' What powers of clairvoyance! It has been known that a carload of Eastern jams has been accepted en route only on greatly modified terms, by the consignee in the West, which simply meant that goods were received under terms and at prices at which, had the shipper known, the goods would never have been shipped. It has been known that cars of fresh fruit from the fertile valley of the Fraser have been refused on arrival on the Prairie—except they were delivered to the 'Buyer' on consignment only, and the wily shipper, instead of 'falling,' took the night train, and reached the Prairie point to find the cars well iced, and unopened.

"There is a serious lack of the fundamental basic principles of honesty evident among some engaged in business, and it is the duty of every business man to stamp out the unprincipled, unethical member wherever his presence is discovered. Make it unprofitable to be morally as well as legally dishonest."

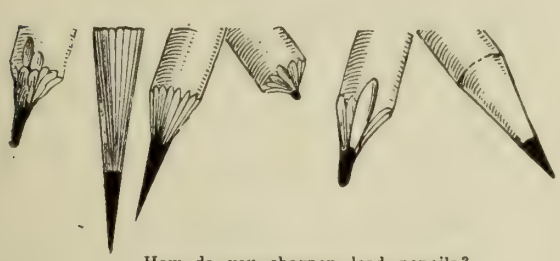
THE POINT OF APPEAL

A MERCHANT in Renfrew, Ont., recently advertised that he would sell the same iron bed that one of the large mail order houses advertised in their catalogue, at $6.10, for $6.25, delivered and set up. The farmer who calls for it, he states, can

have it at $6.15, and they get it the same day. No writing, no postage, no uncertainty, and no delays, and the purchaser has the privilege of seeing what he is getting.

There are many merchants who are spending a lot of time worrying about mail order house competition, but this is the first illustration of such advertising that we have seen, that definitely makes the great points in favor of the local store. Certainly these advertisers are few and far between.

Why not stop the worry, and get down to business, as this merchant has done? After all, the mail order house is in greater danger than the local merchant, given an equal amount of enthusiasm and push in each instance. If the local merchant fails he must shoulder the blame himself, for that is where the blame should lie.



How do you sharpen lead pencils?



MARY ROBERTS RINEHART
Author of "Affinities," a new book of hospital love stories

The Delight of Artists and Photographers



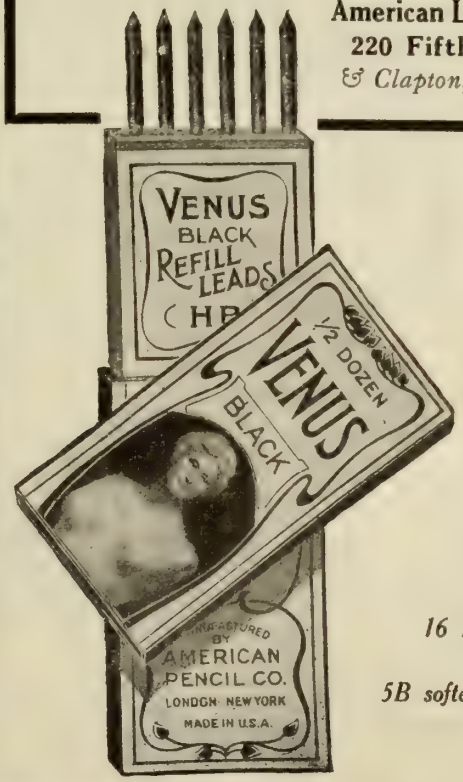
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PENCIL No. 849

REFILL leads (No. 842) of the famous VENUS quality are used in these pencils which makes sharpening unnecessary.

A separate marked holder for each degree.

A seller on sight, especially when a customer has learned the degree that suits him.

American Lead Pencil Co.
220 Fifth Ave., N.Y.
& Clapton, London, Eng.





16 Black Degrees from 5B softest to 9H hardest.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines



Manufacturers of

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ALL CLASSES OF SMALL ROLLS
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Paper Manufacturers Co.
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Should receive his or her own copy of

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THE MACLEAN PUBLISHING CO., Limited

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NEW GOODS
DESCRIBED AND ILLUSTRATED

THE PROMPTER

A new device for business men, introduced by the Patent Products Co. of Chicago, is called "The Prompter." It is a booklet designed so as to record the events of the week, and also as a prompter of things to be done during week. "The Prompter" consists of 52 separate booklets, 3 inches wide and 8 inches long. Each booklet has 8 pages. The first page consists of the number of the booklet, being also the number of the week; it gives the inclusive dates of the week, including Monday and Saturday; it also has the things to do which represent the things that you should do during the week. The second page consists of spaces for names and addresses and engagements, the third page has spaces for telephone numbers and letters to write. On the fourth and fifth pages are spaces for memos and a scribble sheet. The sixth and seventh pages are devoted to cash accounts and also calendars for two years. The eighth or last page is an emergency list for things that arise during the week that must be attended to and also includes a scale of eight inches, carried along edge. The idea of this system is to carry in the pocket this prompter for the period of the week. At the beginning of the new week a new Prompter is filled out, giving the number and its inclusive dates. In addition to the 52 booklets there is a case in which to retain the booklets before using and also to file after using.

NINON FABRIQUE

"Ninon Fabrique" is the attractive title of an attractive new line of stationery being introduced by Buntin, Gillies & Co., Limited, Hamilton. The range comprises note paper, envelopes, papeteries, correspondence card cabinets

NINON FABRIQUE

and tablets in three sizes. The design is in two shades of blue, embossed on an onyx ground, and is particularly striking. The paper is of better grade white stock, linen finished.

Pugh Specialty Co., Limited
38-42 Clifford Street
TORONTO CANADA

Manufacturers and Manufacturers' Agents.

French Ivory (Made in Canada). Photo Frames, Boxes, Toilet Articles and Novelties.

Booklets, Post Cards, etc., for all seasons and occasions.

Toy Books.

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If you don't get our catalogue regularly, send us your name. It's well worth having.

"CADO" LINE DATER

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Compact, Attractive
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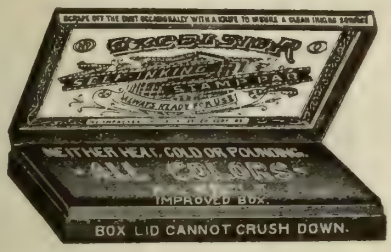
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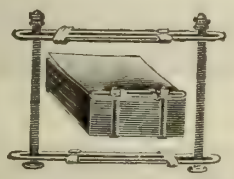


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Our Specialty:
STAMPING INKS OF ALL KINDS

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

ROCKHILL & VIETOR
Sole Agents, Dept. F. B, 22 Cliff St., New York
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Your Sales Increase

when you adopt our
Sample-Set Advertising
for more business on
Typewriter Ribbons and Carbons

It is a direct-to-user advertising which brings the prospect right to your store.

The Caribonum Policy is "Quality First" and stationers can therefore rely on a line of goods of such standard quality and uniformity as puts them in a position to permanently retain the trade of every customer who once uses the goods.

Give Us A Trial.

CARIBONUM COMPANY, LIMITED
54 Wellington Street East, Toronto

ARMY TOYS

Airplane toys, and other army toys, besides wheeled toys of various descriptions and various articles of wood, including miniature furniture, are featured in an interesting illustrated catalogue coming from the Rogers Construction Co., of Gloucester City, N.J. There are also wall blackboards and various cased blackboards illustrated and listed, making this an interesting catalogue for the stationery trade.

LISTS RECEIVED

The latest list of the McFarlane Manufacturing Co. has just come to BOOKSELLER AND STATIONER," and in it are presented a goodly array of merchandise suitable for sale by dealers in stationery, toys and kindred lines. For instance, there is a six-page section devoted to children's sleighs of various sizes and models, shoo-fly rockers and coaster wagons of the auto-wheel type. Other lines listed and illustrated are hammock chairs, lawn settees, baskets, brushes and various articles suitable for departments devoted to household specialties, not overlooking the homely toothpick.

Baseball bats, toy merry-go-rounds, ski-bobs, skiboggans, tennis racket presses and other sporting goods are described in the catalogue of the Woodstock Manufacturing Co., Woodstock, Vt.

1920 CALENDARS

A 1920 catalogue of calendars comes from George J. McLeod, Ltd., Canadian representative of the Frank W. Hall Publishing Co., of New York. It is a most interesting catalogue, with many illustrations, well representing the beautiful calendars in this line. There are included a number of distinct novelties.



This illustration of the Sampson Hand Punch was to have appeared with description given in the New Goods Department in the March issue.

Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

The Famous Health and Sex Books
By Dr. William J. Robinson



Sexual Knowledge for Women	$1.00
Sexual Knowledge for Men	1.00
Treatment of Gonorrhea	3.00
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Woman: Her Sex and Love Life	3.00
Sexual Impotence	4.00
Sexual Problems	2.00
Eugenics and Marriage	1.00
Stories of Love and Life	1.00
Uncontrolled Breeding	1.00
Never Told Tales	1.00
Limitation of Offspring	1.00
Prevention of Sexual Diseases	3.00
The Ladies' New Medical Guide by Dr. S. Pancoast	2.00

$2.00 Value for $1.00

FREDERICK D. GOODCHILD, 266 King West **TORONTO**
PUBLISHERS

This advertisement appears regularly in MacLean's Magazine, Everywoman's World and Farmers' Magazine, thus creating demands by the public at the bookstores. You should have these books in stock to fill orders that will result.

The spaces on this page are equivalent to

Double Buyers' Guide Spaces

THE RATE IS

$5.00 Per Month

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Single Insertion $7
A Good Live Page—High value in publicity at minimum cost

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines



FOUNTAIN PENS
GRAVITY STYLOS
INK PENCILS

We offer the trade new ideas in merchandise with a guarantee that our goods are right.

Gravity Stylo Pen With a new and exclusive self-filing device. Three styles to retail at $1.50 $1.75 and $2.50 Prompt Deliveries Assured.

PARAMOUNT SELF-FILLER PEN
An excellent pen, splendidly made, that retails at $2.50, allowing a liberal margin of profit.

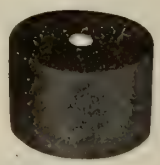
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GEORGE N. HOSINGER
Manufacturers of
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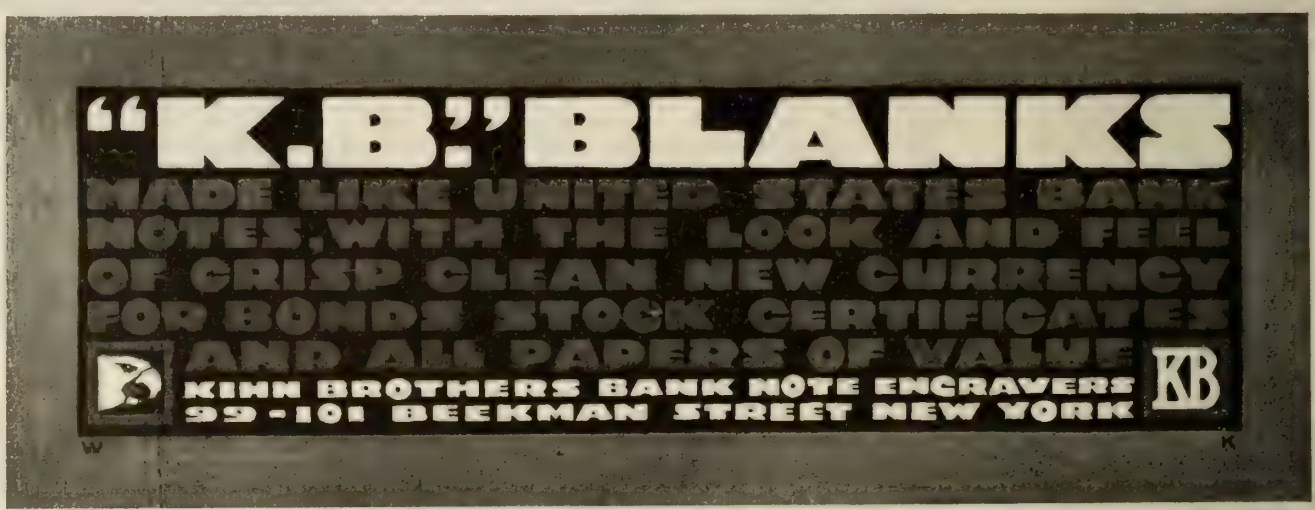
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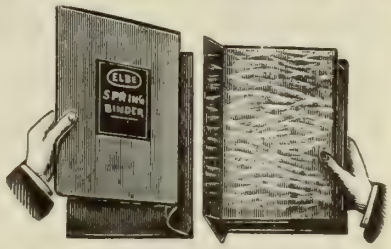
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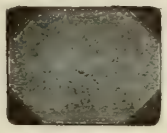
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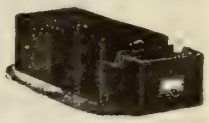
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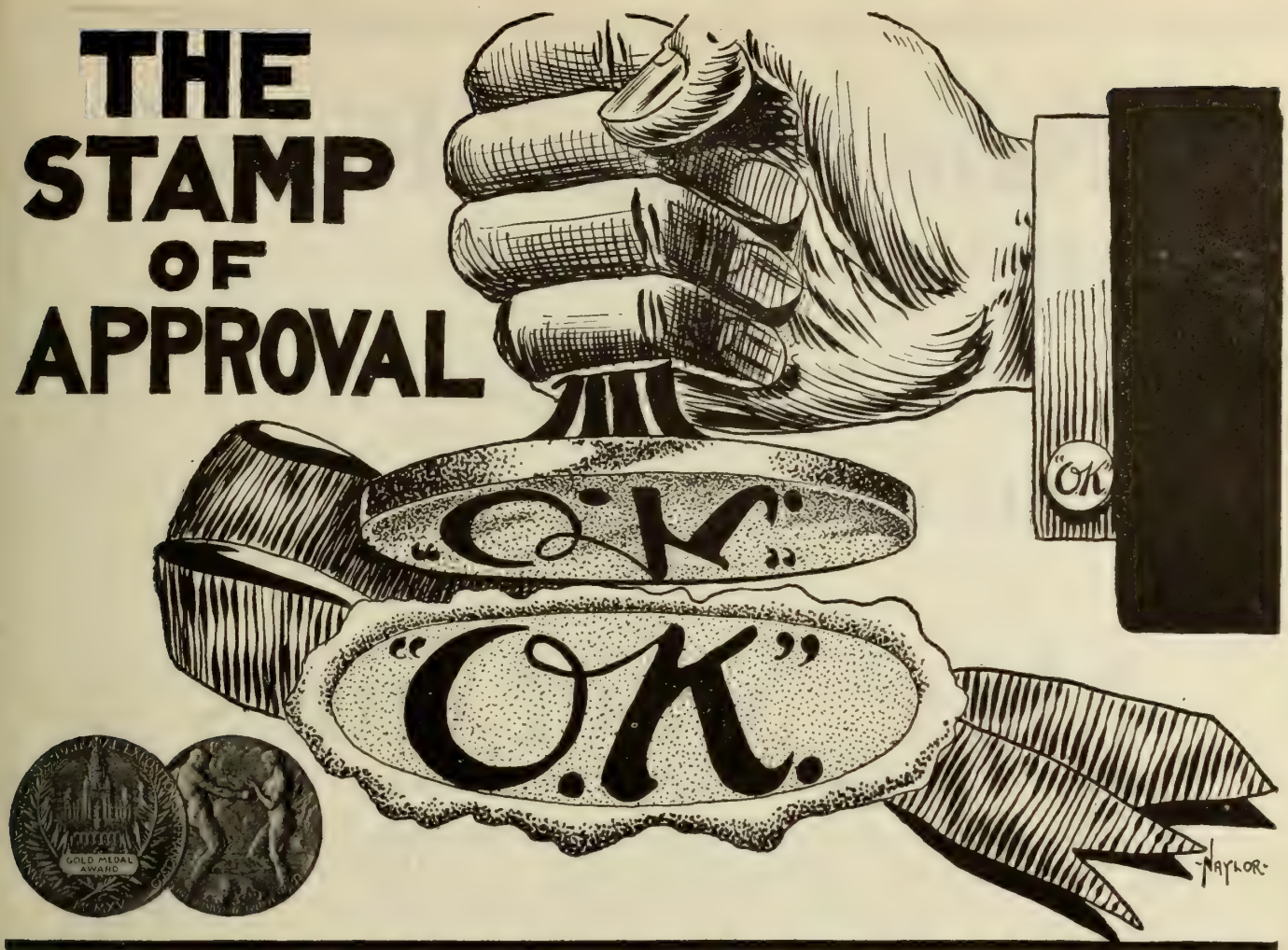
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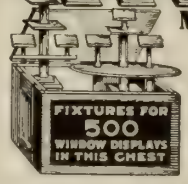


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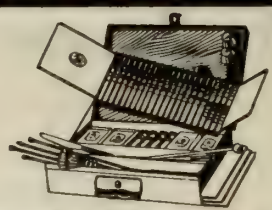
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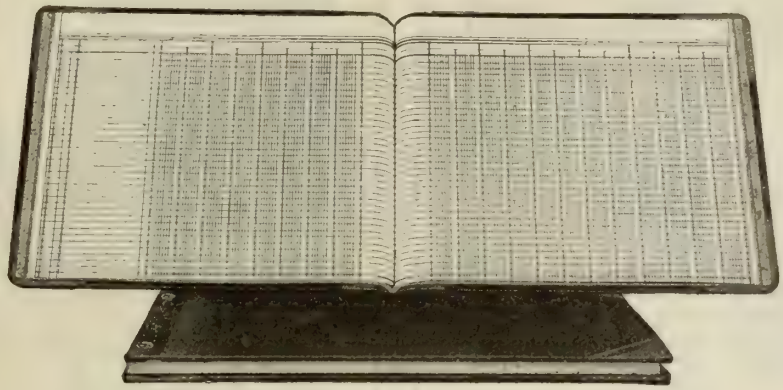
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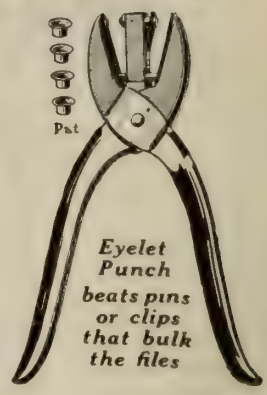
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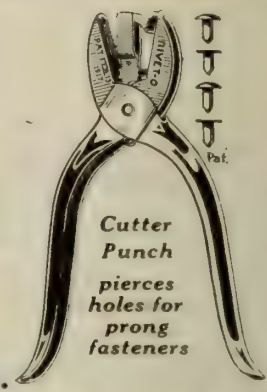
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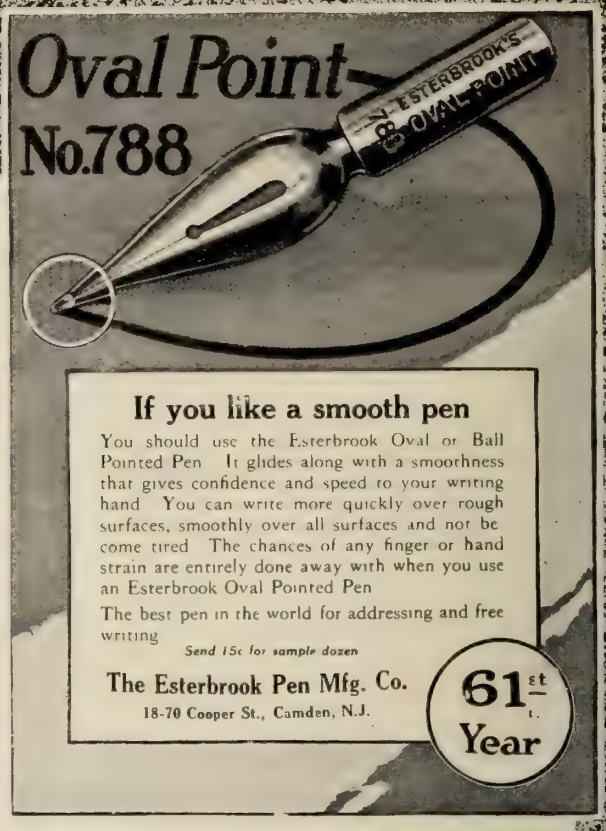
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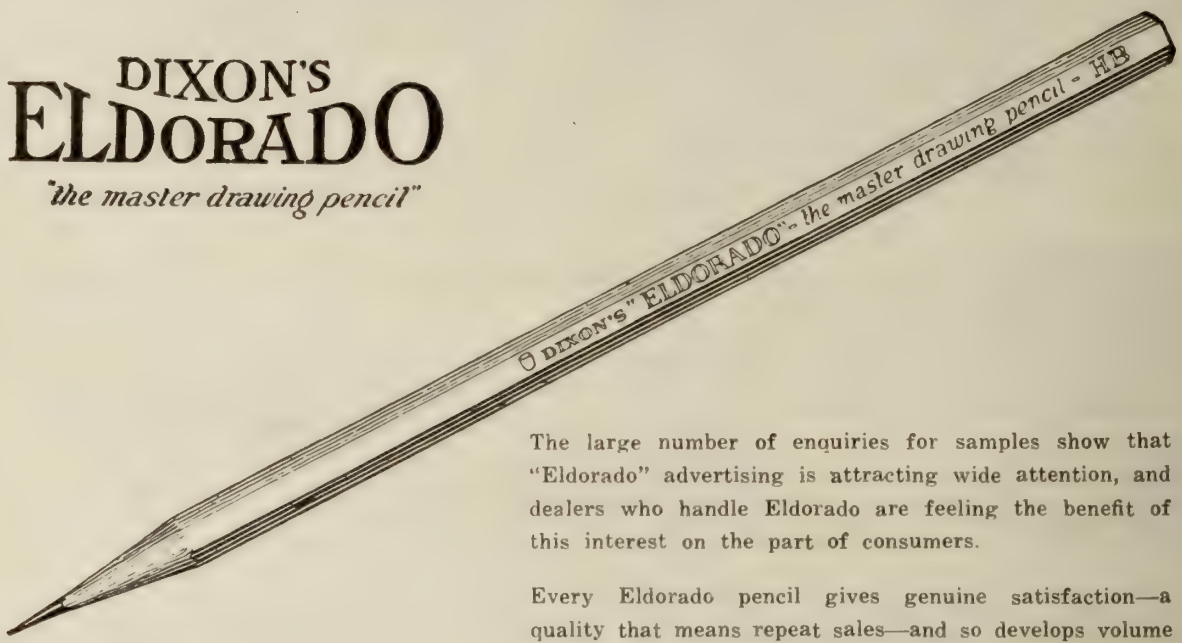
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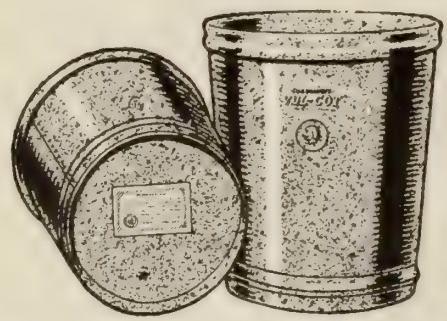
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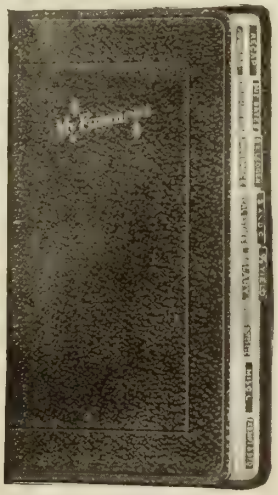
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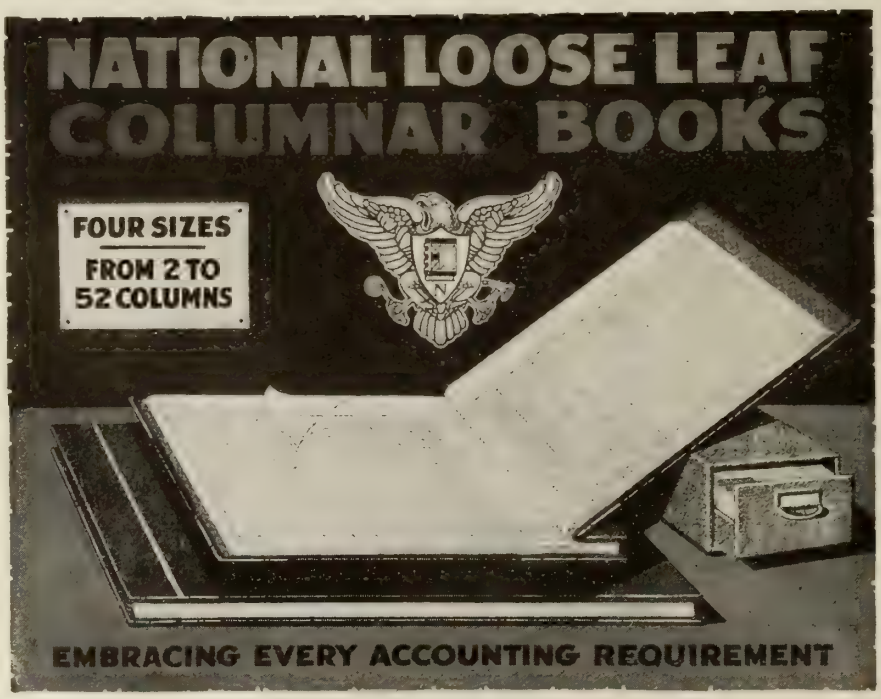
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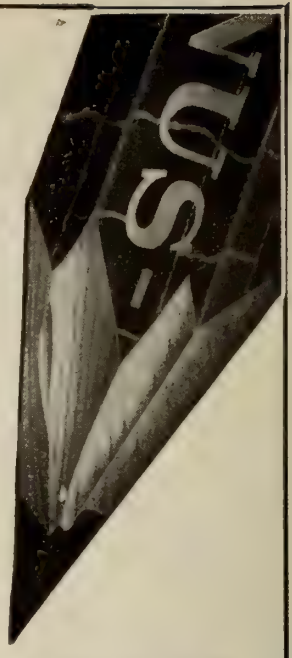
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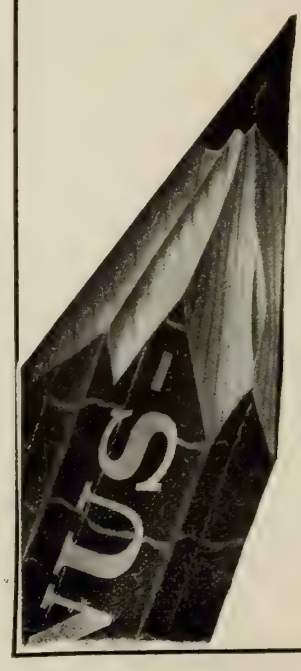


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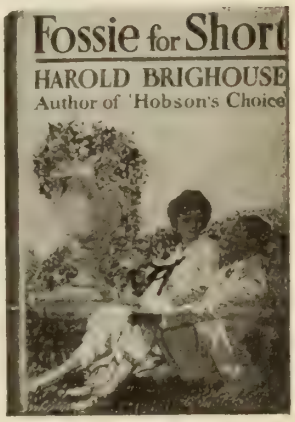
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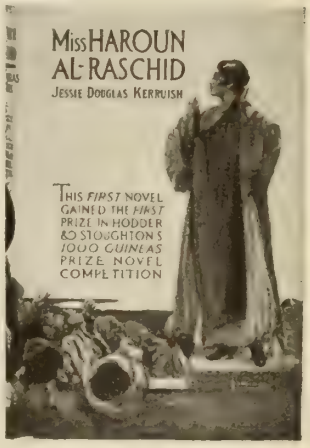
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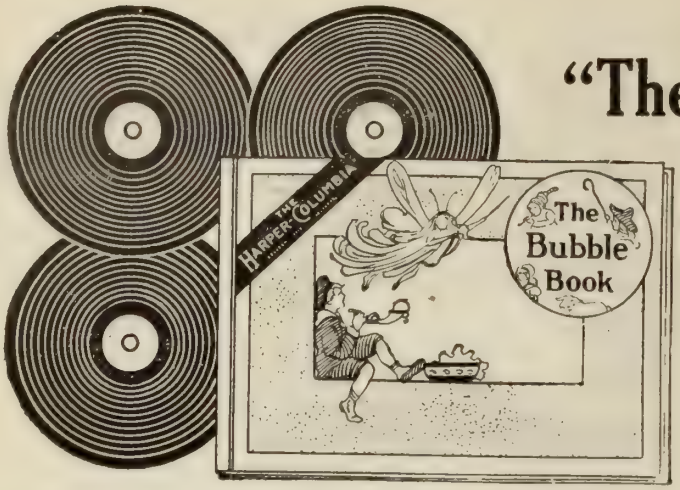
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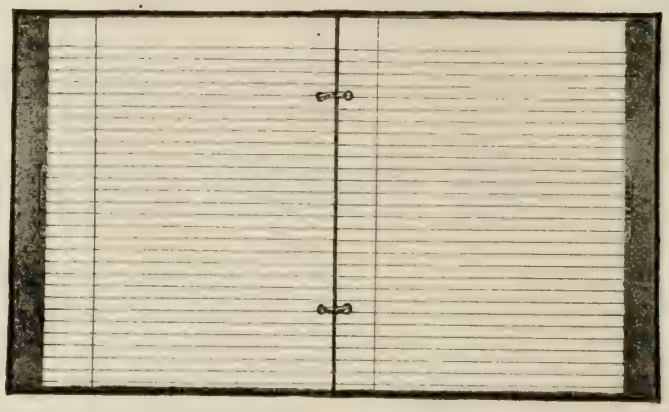
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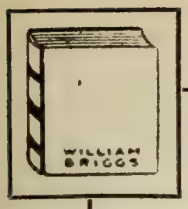
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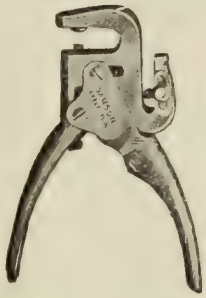
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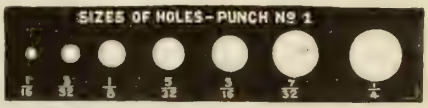
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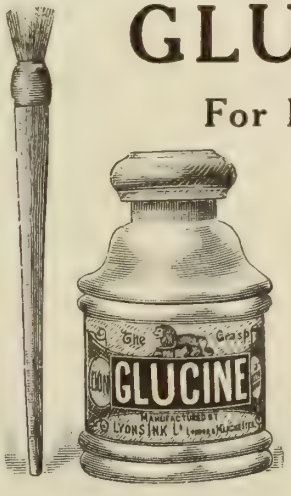
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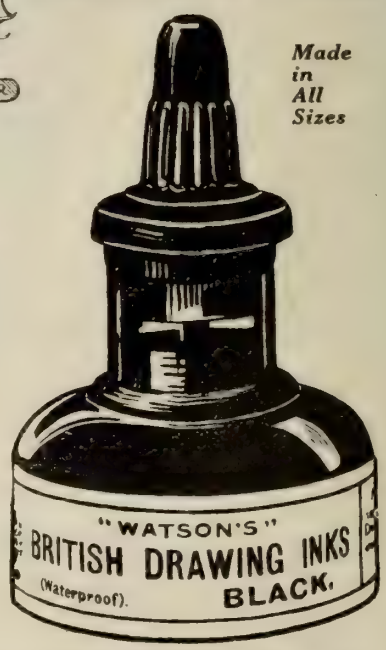
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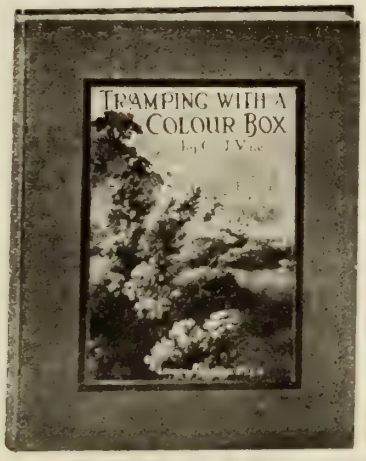
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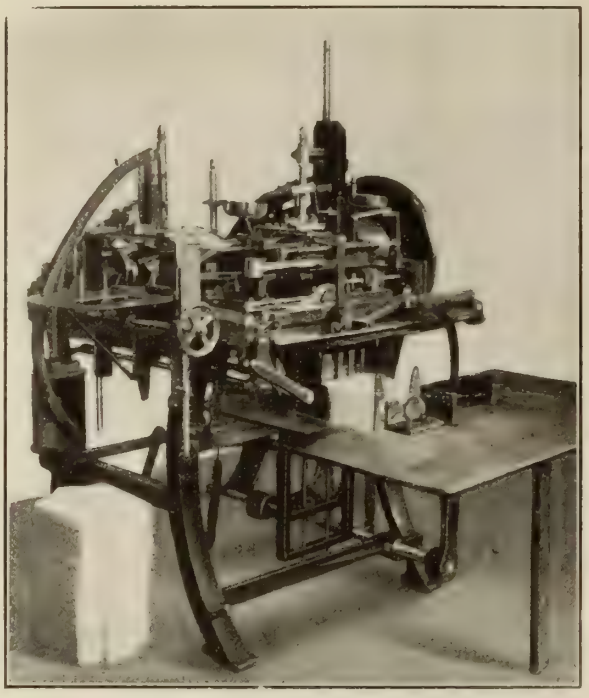
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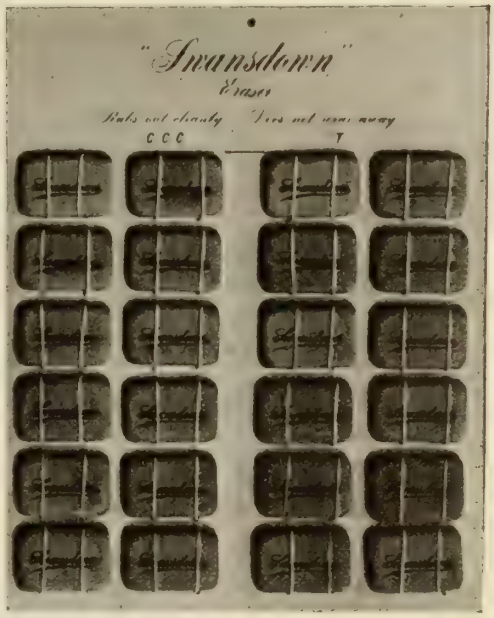
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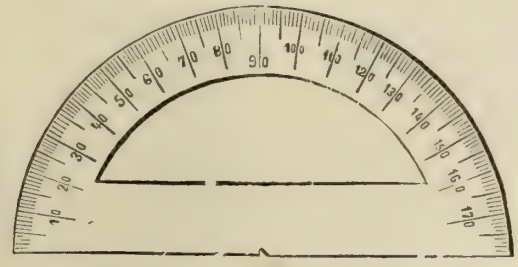


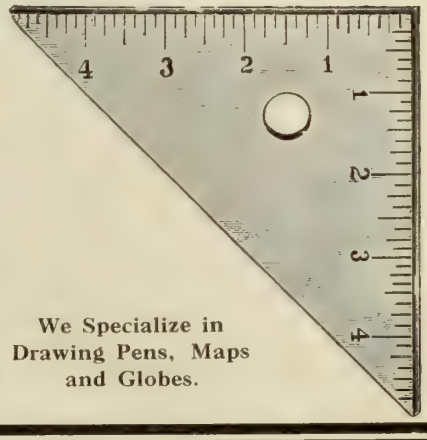
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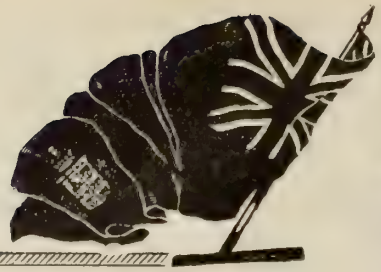
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. MAY, 1919 No. 5

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Simple Bookkeeping For Merchants.

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Editorial Chronicle and Comment

COPYRIGHT LEGISLATION COMING

CANADA is soon to have Copyright legislation that will bring this Dominion in line with the other British possessions in relation to the Imperial Copyright Act. The bill for the Canadian Copyright Act was introduced into Parliament last month. This bill, by reason of the scope of the Imperial Copyright Act, and action in relation thereto taken by the U.S. under what is known as "the Taft Declaration," will provide protection for Canadian authors and composers, which they have not had hitherto. In the past many Canadian productions were pirated, especially in the U.S., Canadian producers losing heavily thereby, by reason of the royalties which would otherwise have accrued.

There is an outstanding point of contention in regard to the "printing" clause of the new Act which provides that, to obtain copyright, all books must be printed in Canada.

The present method in force as regards a great proportion of the books sold in Canada is for the Canadian book firms controlling the sale for this country, to import complete editions bearing the name of the Canadian distributing firms in question as publishers. If the Act is passed as its stands, it will prohibit this practice. The Publishers' Section of the Toronto Board of Trade, representing most of the big book publishing houses of Canada, consider this an injustice to their interests and also to the authors. Representing this organization, Messrs. Frank Wise, head of the Macmillan Company of Canada, and S. B. Gundy, publishers, went to Ottawa and waited upon the special committee of the Senate with a view to having this "printing" clause eliminated. Another deputation, which included Charles A. Port, of the Musson Book Co., and a deputation representing some of the larger printing concerns, pressed for the retention of this printing clause.

Additional representations have been made to Ottawa by many Canadian authors to the effect that the passing of the Act with the clause in question would detrimentally affect their interests.

Additional counter-representations are being made and the outcome is awaited with considerable trepidation by both sides.

SCHOOL trade receives special attention in this number because most of the buying for September school opening trade will be done in May and June.

READ BOTH SIDES

TWO excerpts from an editorial appearing in a recent issue of the Moose Jaw *News* are reproduced herewith. This is of interest to booksellers by reason of the points brought out which will have obvious suggestive value for them:

"Are we becoming a city of book lovers? From the report published in the *News* from Librarian Gibbard of the Public Library it would certainly appear as though there was a considerable increase in readers and students in Moose Jaw. The fact that the number of the borrowers of books from the library is almost equal to half the population is most creditable, and should prove very gratifying to those who take any interest in the work which is being done at the library. He states that to-day there are 13,000 books on the shelves, but in this matter it is perhaps even more interesting to know that on an average every book in the library has been read 36 times, which, as Mr. Gibbard says, is a remarkable showing.

"The man who is desirous of obtaining a broad-minded view of any subject studies carefully both arguments. The opinion which he finally reaches is come to by an intimate knowledge of the contentions of the writers of the two sides and the predominance of the evidence adduced. By enabling the student to take such courses of reading the library is of incalculable benefit. Many visitors who come to this city often attend the library for the purpose of studying works they are unable to secure at their own city's institution, and this is a proof of the fine selection of works that have been secured. There are many young men and women here who have been led to study simply because these facilities have been brought to their door. For this reason the library should be valued as one of the most important institutions we have in our midst."

THE enterprise of British and United States toy makers in producing goods that will relegate the pre-war class of toys to the background has gone far toward putting the toy trade on a satisfactory profit-making basis for year-round trading. A few toy-making concerns have kept up with the procession, but the Canadian retailers are as yet more dependent on imported toys than they should be.

About Buying School Trade Goods

SCHOOL CONTRACTS

In tendering for school contracts retailers should not cut profits too fine—Co-operation between competitive retailers is advisable and this is done in some cities.

Important to Show Newest Goods—Novelties Always Catch the Children—If Buying is Delayed Too Long, Novelties Will be Unobtainable

SCHOOL goods will loom up in a big way in the next month or two in the aspect of the buying to be done by the retailers for September school opening trade, and the wise stationer will without delay begin to look over the market with a view to laying in an attractive and varied stock of supplies with which to cater to the wants of the school children. If the travelers are due about this time be sure to begin when they reach



There is good, profitable business to be done in selling globes of different sizes. Even one or two displayed in the store will attract purchasers, and all schools should be canvassed for such sales each school term.

town, as they cannot afford the time and expense of making a return call on the chance of seeing you the second time. A good plan would be to write the houses which are the principal sources of supply and find out just when the travelers are scheduled to be in your town.

By all means don't miss the chance of visiting the special displays by travelers in the nearby big towns that are held for the special benefit of the small retailer. Even if it costs a few extra dollars to see the new goods you will be well repaid, as you are thereby afforded the opportunity of sharing in the good numbers before the clever merchants have gobbled up the sure sellers, leaving only badly broken lots to their less enterprising fellow stationers.

As the fall season really begins with the sale of school supplies, stationers should be in a position to show a line that will evoke hearty approval from the children of all ages, as they flock in to look over the new goods. Some specially attractive numbers must be displayed for the children in the different grades. Without some "leaders" a stationer's case is hopeless, as the children are quick to spy out new goods and being impressionable they will not tarry long in a store that has no attractive goods with which to hold their trade. Even if the numbers shown are of good value the children's natural craving for something new will impel them to go elsewhere in search of novelties.

In order to make sure of the novelties, which are nearly always the good sellers, the stationer must go to market early or he will find that the novelties are all gone. So unless a stationer is in the early bird class the chances are that he is a "dead one," being willing to drift along selling the same old stock all the time. Such men are satisfied if they make a living and as long as they pay rent and support their families they think they are fortunate indeed. Not so with the live stationer—he is constantly on the lookout for novelties, knowing that his existence depends on being able to arouse in his customers fresh interest in regard to his stocks.

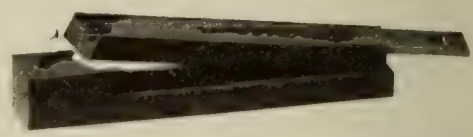
This year all the big distributing concerns have a fine line of school supplies that are well worth the early attention of the trade. In the asortment are many beautifully gotten-up numbers and others, while very cheap in price, yet give good value for the money.

School Contracts

In considering the possibilities of profit from school trade, due consideration should be given by the stationer to the prospects of realizing a goodly increase in profits by successfully bidding for school contracts.

This, of course, applies only to those towns and cities where the school boards supply part of the school requirements to be used by the pupils. Dealers in towns where this is not done are most fortunate, because to them still go the more attractive profits realized from individual sales to the children over the store counters.

In respect to this question of tendering for school contracts it has come to the attention of BOOKSELLER AND STATIONER that in some cases the competitive stationers get together and come to an understanding whereby the business is handled at a satisfactory net profit over all costs including cost of delivery after the goods have reached the city from the wholesale houses. The plan in some cases is to then divide this net profit equally, while in other cases the different dealers arrange to handle the contract in turn. Still another plan is to apportion to each dealer the part of the goods covered by the contract to



By introducing, by displays and otherwise, pencil boxes with distinctive features, sales of the higher priced items will be made to those who would otherwise buy only the cheapest boxes.

be supplied by each dealer, but in dealing with the school board there is of course but one account, a circumstance that the exigency of the case naturally requires.

In referring to this, the writer is concerned not so much as to the inner workings of such co-operative action but would emphasize the fact that working arrangements of this sort are successfully carried out by rival retail stationers in several different Canadian towns and cities.

The benefit is obvious because by such co-operation a real and worth-while profit is realized by the retailers, whereas in other towns where the old cut-throat price-cutting rivalry between dealers



When you contemplate the large number of prospective customers for school bags you will appreciate the importance of carrying a good, big stock and of giving good attention to this line.

still exists this other regrettable course is pursued with suicidal results as regards the possibilities of making these contracts yield a profit.

This naturally suggests the good work of reform that could be developed by means of the trade association which is at present being urged for the stationery merchants of Canada.

BOOKSELLER AND STATIONER is indebted to the Copp, Clark Co., for the use of the illustrations appearing in connection with this article.

As a starter, each stationer reading this article should put forward the suggestion that this year's dealings in regard to school contracts should be based on some form of mutual understanding and co-operation between the competitive merchants. The success of such joint action will naturally encourage more extended co-operation and will reduce unreasoned rivalry and evils such as the tendency to cut prices to steal a march on the other fellow. Every time a retailer reduces prices without just cause but simply with a view to undermining a rival merchant he injures his own business as much, if not more, than he does that of his rival, and the worst feature of it is that this sort of "knifing" by one dealer naturally influences competitors to retaliate in like manner as affecting other goods, and the inroads on legitimate profits are thus liable to reach disastrous proportions.

STATIONERS CLOSE EARLY

Following the lead of the department stores the following booksellers and stationers have adopted new closing hours: Cloke & Son, Robert Duncan & Co., and A. C. Turnbull.

Starting on Monday these stores will close sharp at 5.30 p.m. on week nights, and at 9 p.m. on Saturdays.

These progressive stores believe that the change will be beneficial to their employees, and feel sure that many of the smaller booksellers will soon follow suit.

There seems to be a growing feeling that the majority of retail stores will adopt a 5 o'clock closing hour before long.—Hamilton Times.

NEW SCRIBBLERS

"Clown" is the title of one of the new scribblers being shown by Buntin, Gillies & Co., Ltd., of Hamilton, for September school opening. This is one of a variety of timely and appropriate subjects in this firm's new issues of scribblers.



One of the new covers shown in Buntin, Gillies & Co.'s line of school scribblers.

SELL GOOD SERVICE WITH SCHOOL SUPPLIES

"Sunshine does not always shed its rays freely in the bokstore around the school-opening season, but it is a season of activity and must be provided for in advance.

"We must give the children as good a service as possible at this time, and to this end we provide an extra staff of help, so that they may be waited on promptly. It is to their advantage, as well as to ours, to make sales as quickly as possible, and to then serve others."

In this manner, R. J. Reid, manager of the book and stationery department of Goodwin's, Limited, St. Catherine street, Montreal, expressed himself relative to taking care of this trade, prior to the opening of the schools in September of each year.

"Shortly before the season opens, our porters have to come in and remove the regular lines of books, that we may have room for these lines," continued Mr. Reid. "It means a lot of work, and requires a large extra staff to handle the business of the week or two during which it lasts."

Sales Increasing

Mr. Reid pointed out that sales of these goods were growing larger all the while. The firm handles only the public school supplies, and these are sold within a comparatively brief period. It is necessary to provide for this activity well in advance, and even though one does so, it is not the easiest thing in the world to estimate in advance what will be required for the season.

This latter consideration is a menacing one, sometimes. For instance, text books carry a very meagre margin of profit. Mr. Reid stated that this was always an annoyance to the bookseller, and yet he is expected to have the particular books that are required, when asked for. In order that there may not be too much capital tied up, estimates need to be carefully made. "For these text books are practically worthless, after the department has decided on new ones," said Mr. Reid. "There is perhaps no bookseller who has not some loss from this source, even though care be taken."

The Exercise Book

"We sell the very best exercise book we can buy," said Mr. Reid. "This is a 48-page book in the lined style, and we sell it for 5 cents. A larger one is sold at seven cents."

One of these books was produced for the inspection of the representative of BOOKSELLER AND STATIONER "This paper will not permit a pen to go through, and this is an important point," said Mr. Reid. The child usually writes heavily while still learning, and to sell a class of exercise books that will give real service is a very important point, Mr. Reid thinks. It has been the best of advertising for the department to select the best exercise books that could be bought, and to buy these at higher prices than the average book was obtainable for. "We have been offered cheaper books, but we will not take a chance with them," Mr. Reid said.

No Advertising Used

In was stated in the foregoing that the business in the sale of text and school books, and other supplies of this kind, was increasing. This has not been developed through actual advertising, for Mr. Reid stated that little special advertising was done through the regular newspaper space, which the firm uses so extensively in selling other lines. The community has come to know the Goodwin stock as a well-assorted and a complete one. The store is well situated, and the children come by the hundred for their needs, after they have secured their lists of books, etc., after the opening of school. It is then that the work starts for the store.

When the time of school-opening approaches, the arrangement of the department is changed. Tables are closely placed together, changing the usual arrangement of the floor, and so that the salesmen and sales girls can be behind and serve the juvenile customers promptly, and with slight loss of time. This has worked out much better than the plan of letting the children roam about at will.

Regarding the help given to dealers by travelers, a retailer writes:

"Salesmen have been giving me valuable ideas for thirty-seven years, and are still doing so."

NEWS OF THE TRADE

A PROGRESSIVE BOOKSTORE

THERE are many creditable bookstores even in the smaller towns in the Maritime Provinces, and an outstanding one among them is E. B. Cragg's fine store in Bridgewater, N.S., which he established in 1911.

The "Busy East," a Sackville, N.B., publication, recently devoted one of its issues to the town of Bridgewater, the 64 page issue being largely devoted to illustrations and descriptions of the typical features, public institutions, factories and other business houses of this live and growing town with its population of nearly 4,000.

The following is a reproduction of the account appearing in this issue of "The Busy East," dealing with Cragg's Book Store, together with an interior view of the store showing the proprietor, E. B. Cragg, behind the counter.

"If a town is judged by its book store then indeed Bridgewater must leave a most favorable impression on the minds of those who visit it. One has to travel far and sojourn in many towns much larger than Bridgewater before he will find a more up-to-date book and stationery store than that conducted by Mr. Edwin B. Cragg, Bridgewater's leading bookseller and stationer. A native of the town, Mr. Cragg was anxious to see the world and so went to the United States, where he remained for fourteen years. Returning for a visit after a lengthy stay in the New England States, he was struck with the opportunities right at home. The glamor which often enshrouds distant fields, had fallen from his eyes and he saw Bridgewater in its true light; he saw that the town was a good place in which to live and do business. Accordingly in 1911 he returned to Bridgewater and opened a book store, which is well stocked with school supplies, toys, office and social stationery, sporting goods,including tennis and baseball supplies, etc. The complete stock, the modern fittings, the neat arrangement of the contents of the store, all combine to give a most pleasing effect. The high ceilings, the well-lighted store, the silent salesmen, the courteous way in which Mr. Cragg waits upon his customers, make it a pleasure to visit this attractive place of business. Visitors to Bridgewater soon find their way to the Cragg store, where books, souvenir cards and everything usually found in a first-class book store, can be secured at moderate cost."

IS THIS GENERAL?

A retail bookseller and stationer makes some allegations that deserve the attention of the powers that be at the wholesale book houses. This links up with a protest from another retailer who stated that BOOKSELLER AND STATIONER did well to point out the shortcomings of retail booksellers, at the same time warning them against pitfalls that yawned, but that too little was said about corresponding inefficiency on the part of the wholesalers.

The first of these correspondents seeks the service of BOOKSELLER AND STATIONER to voice a protest against a weakness alleged to be common to the book publishing houses in Toronto. It is that they frequently disregard specific orders sent by their travelers. Lax management is charged. "If the men who sit at their desks from day to day could get a little life and vim injected into them it would be a wonderful help to the retailers throughout the country. A traveler calls and secures an order and his part is done after forwarding the same to the house. Then the customer waits until the people in the office wake up to the fact that an order needs attention, and that fact often does not dawn on them until after a letter has been received from the exasperated customer. If the retailer treated his customers with the same lack of courtesy he receives from the wholesaler he would soon be out of business."

The letter goes on to say that the wholesale book houses must get away from the idea that the dealers are obliged to buy from them, and urges that they should do something to ensure proper service to the retail trade.

BACK TO BOOKS

The Religious Tract Society's representative, F. H. Bailey, who will be remembered by many of the trade in the Dominion, called in at the London office of BOOKSELLER AND STATIONER recently. He has just been demobilized from the army, after serving two and a half years. He enlisted in the Royal Air Force, but subsequently was in the infantry, and spent two years in France. He regrets it will not be possible for him to pay his usual visit to Canada this year. The R. T. S. will publish a good number of books this year well suited to the Canadian market. His many friends in Canada will be glad to know that Mr. Bailey has come through the big fight and that he is again "carrying on" in the book trade.

PARIS, ONT.—Fisher & Son, booksellers and stationers, do a fine business with sporting goods,especially with baseball goods, having the Paris agency for one of the best known lines.

SASKATOON, SASK.—The Saskatoon Drug and Stationery Co., which bought out Harry Greenaway's business in 1917, intends to enlarge their store at the corner of 2nd avenue and 21st street, and there will be an entrance from 21st street.

PAISLEY, ONT.—McArthur's book store has a good, live wallpaper department. The stock is kept bright and fresh, remainders being sold at bargain prices, thus helping materially to keep old stock down to a minimum.

ASHCROFT, B. C.—W. M. Huston, in his book store, has been especially exploiting trade with farmers, making a strong appeal with "Scott's Simplified Accounting System for Farmers." This $10 book provides a system covering five years' accounting.

Albert Gilbert, who, of recent years, has been employed at the Old Corner Bookstore, in Boston, is now with the Toronto branch of the American News Co., in charge of the book department.

Mr. Gilbert is well known to the Canadian trade, having for several years traveled Canada for the old firm of McLeod & Allen. Mr. Gilbert has been accorded a hearty welcome back to Toronto by his hosts of friends in the book trade.

The new aide-de-camp of the Duke of Devonshire is Captain Harold Macmillan, son of Mr. Maurice Macmillan (one of the three brothers of the London house of Macmillan) and a nephew of Sir Frederick, the head of the House. He arrived at Ottawa in April to take up his duties.

AFTER SHELLS, STATIONERY

London, April 4th, 1918. — The National Shell Factory at Bristol, has been acquired by a firm of manufacturing stationers for £18,800. The works are equipped with electric power and light, and possess a ground space of 39,252 square feet under cover.

HALIFAX TRADE NEWS

Alex. Morrison, who has been for many years with A. & W. McKinlay, wholesale booksellers and stationers, has been appointed general manager of their business.

The retail stationers in Halifax find business exceptionally good.

Forty Years in Business at Truro, N.S.

Long and Successful Career of G. O. Fulton, Veteran Retailer in Book and Stationery Business

THEN AND NOW.

Mr. Fulton has given BOOKSELLER AND STATIONER some interesting reminiscences of "The Seventies," affording striking comparisons with to-day. There were no telephones, no electric lights. It was the era of plush fancy goods.

ON April 1, 1879, G. O. Fulton, opened the bookstore on Inglis Street, Truro, N.S., and the same stand is still occupied by G. O. Fulton, Ltd. From a small beginning the concern has developed into a large business, with three stores operating under the name of G. O. Fulton, Limited. A fortieth anniversary sale has recently been conducted with great success.

G. O. Fulton, managing director of G. O. Fulton, Ltd., is a native of Wallace, N.S., where he was born in 1852. One of his teachers in the public school later became Governor of Nova Scotia, the late Governor D. C. Fraser. After five years clerking in a country store, young Fulton, in 1874, entered the em ploy of the Methodist Book Room at Halifax, remaining there for five years, making several trips throughout the Maritime Provinces and Newfoundland. He was then engaged by A. and W. Mackinlay, Ltd., of Halifax, for a short time, as traveller, being the first they ever sent out, and probably one of the first stationery travellers going out of Halifax. Many of the country merchants at that time could not understand why a traveller was sent to them for orders. They always sent in their orders, which was about twice a year.

In April 1879, Mr. Fulton opened his business in Truro, in part of the same building he has occupied ever since. A few years after that he bought the property and made one store of it, the ground floor being about 28x65 feet, with three floors, well stocked, carrying one of the best assorted stocks in his line in the Maritime Provinces.

From small beginnings he has built up one of the finest retail stationery businesses in the Maritime Provinces having a branch store at the west end of the town, and one at Bass River, thirty miles from Truro. Mr. Fulton can boast of never having sued a man, and never being sued.



G. O. FULTON.

He married Miss Nina A. Fellows, of Bridgetown, N.S., and has three daughters living, and one son. The latter recently safely returned from overseas, where he spent three years serving his country and doing his bit.

Mr. Fulton gave BOOKSELLER AND STATIONER some interesting reminiscences of the early days in the book and stationery trade. This business was much different forty years ago than it is to-day.

The popular cheap novels were the Ogilvie and Munro libraries, of New York, the latter being published by Geo. & Norman Munro, both Nova Scotians. Very few books were published in Canada. James Campbell & Son, of Toronto, represented some English houses, and W. C. Bell was one of their first travelers. Books from the United States were fairly well represented, but very little fiction. Sets of standard works, like Dickens, Scott, Thackeray, etc., sold well, and the better the binding the better they sold, as in those days people built up libraries in their homes and were well posted in history and literature. Few magazines were sold outside of Harper's, Scribner's and the Century. Oxford Bibles, Prayers and Hymns were well represented. The principal house carrying these lines, with stationery and blank books, etc., was Collins, of Glasgow, Scotland. The stationery business has made great strides since Mr. Fulton started in business. There were very few tablets or papeteries as shown today. English paper was chiefly used. The popular society envelope was the small octavo, and No. 5 was the size many business houses used. Linen note was not known then. Vellum parchment, smooth vellum and foreign note were chiefly used. The manufacture of paper in Canada was then in its infancy. Plush fancy goods, such as frames, fancy boxes, and photo albums were in great demand. Chromos were having their day, and the country was full of agents selling showy, cheap pictures. This led to the framing business. Mr. Fulton saw the possibilities and added this line to his business. He has ever since carried on the framing business, which is one of the largest in the province. There were no picture post cards, but Prang's floral cards were very popular. There were no telephones, electric lights, automobiles, or cash registers, typewriters and plate glass were unknown in the country towns. Velocipedes were the popular mode of rapid transit, first for pleasure, then for general use, much to the terror of the horse. Upper Canada was a long way off, and British Columbia was at the end of the world. There were very few stationery stores outside of the cities at that time.

G. O. Fulton has ever lived up to the initials of his name, having lots of "go." One of his early newspaper advertisements was as follows, every word beginning with the letter "F."



Interior of the main stationery store of G. O. Fulton, Ltd., Truro, N.S.

Fulton's Fancy Frames
Few Feet From Fitch's
Fancy Fruit
Friends Finding Fulton's Find Fortunes
Forget Fulton's Fortunes Flown
Finally G. O. to Fulton's.

Mr. Fulton is a prominent member of the Methodist Church, has served in the Truro council and is a member of the Methodist Book Room Committee at Halifax. He has been a delegate to the Methodist General Conference four times—at Toronto, Montreal, Victoria, B.C. and Ottawa. It is the earnest desire of his friends in the trade that he may live to celebrate his fiftieth anniversary in business.

BOOKSELLER AND STATIONER takes pleasure in presenting herewith a picture of Mr. Fulton and an interior view of the main store of G. O. Fulton, Limited.

WHEN

When did you inspect your insurance policies last?

When did you last inventory?

When did you compare the price you have goods marked in stock with the prices of your competitors?

When did you refresh your mind by comparison of profits made?

When do you make it a point to assemble your clerks and helpers in a business meeting?

When did you last encourage your helpers and say, "Well done?"

When did you go carefully through your duplicate stocks?

When did you last have show cases cleaned and polished?

When do you make it a point to file letters and bills?

When did you last consult your legal adviser in reference to new business laws and tax regulations?

When do you clean out the breeding places of oddments which are to be found in every store?

When do you examine the goods on the top shelf, under the last counter and in that obscure bin?

When last did you examine fire buckets, blankets and fire equipment so that if fire should break out in your store you will be prepared to fight it?

When did you last raise the salary of the deserving clerks?

Remember other merchants have a place for desirable help at all times, and the underpaid helper is a drone.

When did you last examine the window curtains, awnings and signs of your store so same will not reflect on the neatness of your establishment?

When do you recall using paint inside of your store, also cleaning the decorations?

When last did you remove that soiled drapery in the windows and in the show case?

When did you last take a personal inventory, and do you measure up to a full standard of efficiency?

When did you compare the sales averages of your clerks, and can you tell which costs 4, 5, or 6 per cent. to sell your goods?

When did you last examine lighting, telephone and heating contracts, and are you sure you are getting the best price and rates on all?

When did you last interview salesmen for concerns other than your favorites, and do you know the life of a business consists in looking at all lines and being thoroughly posted?

When did you last read your trade paper from cover to cover?

When did you last go over your books personally and note the "dead" accounts?

When do you last recall asking a debtor for money? And why not, since it is your own money you are asking for?

When did you exercise last? Or do you expect the human machine to go on for ever without attention?

When last did you say a cheery word to the beggar on the corner and drop a dime in his battered hat?

When, oh when did you forget that Golden Rule?



A. J. ROBERTSON

The new sales manager of the staff of Menzies & Co., and the A. C. Gilbert-Menzies Co. He is familiarly known to the trade as "Archie."



H. MANSELL

Who has recently joined the traveling staff of Menzies & Co., and the A. C. Gilbert-Menzies Co. He was formerly representative of Cassidy's, Limited, Montreal.

Dealers Use Service Department

When you become a subscriber to BOOKSELLER AND STATIONER the Service Department becomes available to you without any cost to you. Do you want to know "Who makes it?" Do you want to know where to buy certain products, who is the agent for particular lines or what jobbers sell them? This Department is at your service.

A Few of the Recent Enquiries Dealt With—As Answered Here Will Help Other Merchants as Well

A correspondent, who wishes his name withheld, enquires where to buy ribbons, such as used on papeteries, greeting cards, etc.

A.—Specialists in this line are Walter Emmerich & Co., 428 Fourth Ave., N.Y.

Ridgetown, Ont.—J. G. Little enquires as to Canadian makers of burlap.

Answer.—Woods Mfg. Co., 401 Logan Avenue, Toronto.

Utica, N.Y.—Utica School of Commerce enquires where to procure crucible pen points.

Answer.—Copp, Clark Co., Toronto.

London, Ont.—Hay Stationery Co. enquire as to Canadian makers of inflated rubber balls.

Answer.—Dominion Rubber Systems, 1 Front Street E., Toronto.

Granby, Quebec.—Enquiry from Librarie P. A. Pettier as to Canadian-made flags.

Answer.—Copp, Clark Co., Toronto.

Same firm enquired re Canadian-made celluloid and ivory toys.

Answer.—Pugh Specialty Co., 38 Clifford Street, Toronto.

Paisley, Ont.—Where can I get supplies for card-writing, etc.?

Answer.—Artists' Supply Co., 77 York St., Toronto; The Art Metropole, Ltd. 114 Temperance Street, Toronto; Bert L. Bailey, Dayton, Ohio.

Orillia, Ont.—Who makes the Clarke rubber stamp pads?

Answer.—Clarke Products Ltd., 3178 Dundas Street W., Toronto.

Norton, N.B.—Kindly supply names of wholesale firms selling frame pictures. —E. Harmer, Ltd.

Answer.—Phillips Manufacturing Co., 258-326 Carlaw Ave., Toronto; Mathews Bros., Dundas Street, Toronto; Pugh Specialty Co., 38 Clifford Street, Toronto; Davis Novelty Co., 212 Mappin Bldg., Montreal.

FABER PLANT SOLD

The A. W. Faber plant at Newark, N.J., has again been sold, the highest bidder being Robert Metzler, of Newark. It was recalled that after the previous occasion, in which this plant went under the hammer, the United States Government would not sanction the transfer to the highest bidder on the ground that the bid was barely over half the actual value, consequently the plant has remained in the Government's possession in the meantime.

Views on Subject of Trade Organization

MAKING PROGRESS

Great interest is being evoked by this trade discussion and with definite personal canvassing that is being conducted by members of the trade who are most actively interested results should soon materialize.

Interesting Expressions of Opinion by Representative Canadian Booksellers and Stationers

CONTINUING the discussion on the live question of trade organization some further views of representative dealers follow, dealing with the questions set forth in the introduction to this discussion as given in the April issue. The interest this discussion is raising, together with the definite personal canvassing that is being conducted by members of the trade who are taking an active interest in this question, cannot fail to eventually bear fruit in bringing about the organization of a trade association on a good sound basis.

Prince Albert, Sask. —"I think if we had an association for all Canada with separate associations for each Province we might connect more closely the East and the West and have a clearer and better method of doing business with each other. I take great interest in the discussions of the American associations as reported in BOOKSELLER AND STATIONER and receive some help from them, so think if we were connected we might get more benefit.—J. R. Merritt."

Guelph, Ont.—C. L. Nelles favored an independent Association but no affiliation with U. S. organizations, at least for a year or two, and not with the R.M.A. until latter was working properly. His remarks were as follows:

"In regard to this Association, after years of experience I am under the impression that it is impossible to get the smaller dealers to take up the matter as a business proposition. I think that if one dealer from towns 5,000 to 10,000 and two from larger places could get together and have a proper Association, their strength would procure the desired result and at the meetings there would not be the pessimistic feeling that the number in attendance was not what it should be. That has been the great trouble in the past, the smaller dealers not caring anything about an Association as they probably have many small outside lines in their business. I know ten or twelve of the leading dealers who would be delighted at any chance to get together. I hope to see the matter come to something."

Montreal, Que.—H. Long favored an independent Association with a working arrangement with U. S. trade bodies. In addition to a general secretary for all Canada and associate secretaries for Provinces he thought there should be a special association representative in each of the large cities.

As to the alternative proposal he remarked: "If the trade is not important enough to carry its own organization it certainly could not do better than follow the alternative proposal, but surely *it is* and can do so."

Paris, Ont.—C. L. Barker, favoring independent organization, affiliated with U. S. Associations as against being an R.M.A. section, remarked: "This being a special trade it should be discussed only by those in the business."

Toronto, Ont.—H. F. Warner strongly favored an active Association as there were many trade reforms needed that could only be realized by adequate trade organization. "As a rule it is hard work forming an association and the sooner the few first members can show results, the sooner the stage of rapid increase in membership will be reached."

Saskatoon, Sask.—The Saskatoon News Agency favored an independent Association to work in harmony with the U. S. trade organizations. "An exclusive organization can naturally attend better to the business it is acquainted with."

Ridgetown, Ont.—J. G. Little favored Provincial as against Dominion organizations as the latter would be too unwieldy.

"As a section of the Retail Merchants' Association in the past it was not a success. The larger organization, as is usual in such cases, absorbed the smaller. I think a greater interest would be taken and more practical benefit derived from an independent organization, composed of those interested in the book and stationery business only."

Pembroke, Ont.—The Grigg Book and Stationery Co., favoring organization independent of the R. M. A., said:

"Booksellers and stationers as individuals would be more likely to take an interest in the working of the organization. The only advantage we see in being connected with the Retail Merchants' Association would be legislation, which after all is a small matter compared to good live discussions on topics affecting the trade and the exchange of ideas."

Regina, Sask.—Saskatchewan Stationers, Ltd., favored independent Association with working arrangement with U. S. organizations. "The Stationers' Association in the U. S. has done a world of good."

Vegreville, Alta.—The Vegreville Drug and Book Co., expressed the opinion that a good Book and Stationery Association would be a good thing for Western men.

Uxbridge, Ont.—R. F. Willis feared that there were already too many organizations and that they were "a waste of energy that could be put to better use."

Englehart, Ont.—Fabian Hugh on the principle that co-operation, like unity, makes for success favored trade organization, but as to the advisability of affiliation with U. S. trade organizations said: "No, Canadian we are, Canadians we will remain, but this would not stop an exchange of ideas."

Defence of Canadian-Made Papers

High-Grade Writing Papers Made in Canada Rank With the Best Obtainable Anywhere in the World

IN regard to the question of the relative values of Canadian-made paper as compared with imported lines, representations have been made to BOOKSELLER AND STATIONER by members of jobbing houses and retailers to the effect that Canada is to-day producing high grade writing papers of a quality ranking with the best produced anywhere in the world, and, it is further maintained, the prices at which these are obtainable place them on a footing that gives them a distinct advantage owing to the duty that must be paid on lines imported from the United States or other countries.

It is admitted that when it comes to the finished products—papeteries, boxed ream goods, envelopes, etc., these are obtainable in a greater variety of styles and sizes from firms outside Canada, but great strides have been made in recent years in this respect by the manufacturing stationers of Canada. The assertion was made by one representative of a manufacturing stationery house that the rank and file of Canada's stationers now find it not only unnecessary to look to firms outside Canada for these goods but they are able to give their customers the choice of an infinite variety of designs — all Canadian-made — at prices that exceed in value what they would be able to provide were they to continue to import these goods.

It is further admitted that it is possible to get certain special designs as made by firms outside Canada, because to have goods especially made to order by a Canadian house to compete with specific imported stock lines would naturally entail a higher cost of production. That, it was pointed out, stood to reason, but it was unreasonable to assume because of such extraordinary cases that the same principle applied to all comparisons between the Canadian-made and imported products in manufactured stationery.

Possibilities of Greeting Card Business

NOT A MERE SIDE LINE.

The greeting card business should be treated as an important branch of the bookseller and stationer's business and not merely as a side line. It is a fact that if properly conducted the profits from this department alone can be made to pay the merchant's yearly rental of his store.

Attractive Method of Displaying Year-Round Cards—Necessity of Keeping Sufficient Stock—How One Retailer Was Convinced and Started a Regular Greeting Card Department

PROBABLY only a small percentage of booksellers and stationers realize the merchandising possibilities of the greeting card game, and that it is not simply a side line to be thrown on a showcase and allowed to sell itself. To those who regard it in this light the inc will undobtedly live up to their estimation of it, but to those who are willing to put a little "pep" in their methods of pushing this department of the business there is no reason why the volume of turnover should not represent a considerable proportion of their annual business. Apart from Christmas, Easter, and other special occasion cards, there are birthday cards, sympathy and other year-round cards which offer an excellent opportunity for profit making to those who are ready to seize it.

Fine Method of Display

It will be found that a proper method of display cards will be a prominent factor in determining the volume of sales. To show a tray or box with a number of designs heaped in a haphazard way simply means that they are "pawed" over a great deal and in time show more or less soiling, and subsequent customers appreciate the fact that others have "also pawed," which does not appeal to the customer like receiving a nice, clean card and envelope. If the samples are shown pasted in a book or on a card, these particular samples are immediately destroyed as to their saleability. When mounted on a card or in a book they also become soiled and need replacing, which in time cuts into the profit.

One prominent firm of stationers, after giving the matter a great deal of thought, lately adopted the swinging display wing. Wings were used measuring 18 x 36 inches, wood filled, covered with brown burlap, with black enamelled steel edges, and the usual angle iron top and bottom brackets in which the wings were pivoted. These were all attached to the wall, and on these wings, with wire clips, were attached samples, with a card and envelope being used. In the case of a folder with sentiment on the inside, one of the folders was opened flat and another closed folder showing the front was placed over the plain sheet of the open folder, with the two envelopes back of them all attached with the clips. Under such display or number a dull-finished buff celluloid-covered thumb tack was used, and on this the number, price, cost and maker's initials were marked. The stock, of course, was kept in boxes, on shelves, with the corresponding number on the front of each box. Specially designed fenders were made so that each wing would push around its neighbor wing, without interfering with the goods, i.e., with any number of wings, the last one can be swung around by hand with very little effort, and in its turn will swing its neighbor, and that one its neighbor, etc., thus turning the entire lot.

The advantages of this contrivance were manifold, the chief benefits being:

Customers got fresh, clean, unhandled stock out of the box, after making their selection from the wings.

Samples did not collect dust on account of their being in an upright position.

Samples were not handled as much as they would be if laid out loosely for customer's selection.

Increased display space was secured, each wing of the above size, using both sides, affording nine square feet of display.

And lastly, but not least, the very samples themselves were saleable by removing the wire clips.

Among these year round cards may be included dinner, dance and social evening invitation cards, and specimen cards for announcements of various kinds. It will, of course, be necessary to keep a sufficient stock of each sample shown Nothing is more detrimental to the interests of a business than for the merchant to have to inform a customer that he is just out of something the customer requires.

The question of laying in an ample stock of cards to cater to all possible business is one which applies equally to special season cards such as those for Christmas and Valentine's Day. It is impossible to do business without proper stock and the bookseller who neglects to lay in a sufficient stock for fear he may not clear it all out has only himself to thank if his business in these lines does not come up to his expectations.

The point was well illustrated the other day by a travelling salesman, Bill Smith. That isn't his name, but we'll call him that for the purpose of this illustration. Bill sells greeting cards and carries a popular line. He gets the usual business and gets a lot of trade which is unusual. Bill is an original cuss. He is not only a booster for his own line, but is a booster for greeting cards in general, no matter who makes them.

To show Bill's slant on things, here is the line of conversation he exhaled between cigar puffs:

"You see, old man," says Bill, " a lot of stationery stores on my calling list have the idea that greeting cards are not staples. A few weeks back I walked into a stationer by the name of Jones. I sold Jones before, and he never was a big buyer. He handles books, pictures, has a gift shop corner with the usual line, you know. He didn't come to the hotel. Said, as a matter of fact, that he was going to 'pass me up' until my next visit. Said he hadn't done well with the Cnristmas greetings last year.

"It was just before Valentine Day, and his store was crowded with valentine shoppers.

" 'Oh, yes,' he said, 'we are doing well with valentines, but I believe we will have some left over.'

"I said: 'Well, I hope not' because if you do I will have a hard time selling you next season.' I then asked him how many cards he had left over since Christmas.

"Over a hundred dollars' worth,' says Jones.

" 'You did,' says I.

" 'I sure did,' says he.

"I know about what he buys, so I stretched it when I said: 'Oh, well, that's about a 10 per cent. carry over.'

" 'I should say not,' says Jones, 'it's more than that. Last year I bought close to $800 and we've got $135 tied up right now in Christmas cards to carry a whole year.'

" 'Pretty tough,' says I. 'Last year you had about $40 worth left over as I I remember it.'

" 'Your memory is right,' says Jones. 'I had a good year last year on Christmas cards; but in 1916 is when I cleaned up'

" 'Oh, yes! Sure I remember,' says I. 'You came to the hotel and took out of a side pocket all the cards you had left and spread 'em on the bed. I remember —sure. You had a total investment of 83c. laying there on the bed. Am I right, Mr. Jones?'

" 'You are right,' says Jones. 'Some clean-up.'

"Says I: 'You could clean up right along on birthdays and anniversaries and special greeting cards for all occasions if you would carry a stock and a display.'

" 'It couldn't be done,' says Jones. 'I carry a dozen or so birthday cards under the counter for those who ask for them and I don't sell one a day. I can sell a $25 picture while I am fussing with a ten-cent birthday card.'

Here Bill flushed up a little when he remembered the dealer's talk. It was easy to see that Bill still felt resentment.

"This made me kind of mad," said Bill, "but I asked him: 'You folks did a poor business on books and pictures last year, didn't you?'

"'I should say not,' says Jones. 'We had a good year.'

"'I can't see it,' says I. 'I would say you had a poor year on stationery, books, prints, etc.'

"'What are you trying to do?' says Jones. 'Kid me?'

"'Not me.' I replied. 'Do you mean to say, Mr. Jones, that if I walked into your store at the end of 1918, I would have found your walls bare of pictures; your shelves barren of boks; your cases empty of old prints; your tables empty, and not a stick of frame moulding in your back room?'

"'I should say not,' shouted Jones.

"'Well then, if your walls were not bare and your shelves not empty you had a rotten year.'

"'Say,' says Jones, 'I'd have a fine idea? Are you crazy?'

"'Not at all,' says I. 'I'll bet you carried over $2,000 worth of books alone in January, this year.'

"'Sure I did, but what of it?' asks Jones.

"'Well,' says I, 'only this. Whenever you can come up to the hotel and bring all your stock of books under one arm and your stock of pictures under the other arm, I will say you had a good year in books and pictures.'

"'Say,' cays Jones, 'I'd have a fine book and picture department with all my stock under both arms.'

"'Sure, I know,' says I. 'You have a lot of books, so if a buyer comes in to look for "The Wind on the Stairs," by the Chinese Giant, you can lay your hands on it in a minute.'

"'That's the idea exactly,' says Jones.

"'On the other hand,' says I, 'if a customer should ask for a birthday card for grandma, I suppose you'd say, 'Step this way, lady, to the greeting card department,' and take her back to the old coat closet and frisk that coat pocket of yours for your greeting card stock.'

"Say," continued Bill, "you ought to have seen Jones. It was a knockout for him—but he came right through lovely and asked me if I was going back to the hotel.

"'Sure,' says I.

"'Wait till I get me hat and coat,' says Jones, and as he was leaving for his clothes I couldn't resist the temptation to shout: ' Shake the pockets of that old coat, Jones. No pocket inventories from now on. We are going to have a regular greeting card department in this store.'"

A NEW RETAILER

Benny Winerip, a former member of the mechanical staff of the MacLean Publishing Co., Ltd., publishers of BOOKSELLER AND STATIONER, is now a bookseller and stationer, having a newly-stocked store on Yonge Street, Toronto. In conversation with BOOKSELLER AND STATIONER he remarked that he had been considerably helped by what he had learned about the book and stationery business from his perusal of this trade paper, and this applied to both reading matter and advertisements.

SCHOOL TRADE

THE Canadian Trade Commission has undertaken a campaign to awaken the people of the Dominion to the fact that trade cannot revert to "normal" as understood in 1914. It will be changed in many particulars.

"We cannot expect," the Trade Commission declares in a statement just issued, "that trade will go back to pre-war channels and prices to pre-war levels. The Dominion will have to jolt itself if it does not want the jolt to come from outside. Trade is going to be keener and harder and sterner and more exacting in its demands. Throughout the world it is going to be as never before—a thing of long preparatory effort, of unceasing application of co-operation where formerly there was competition, of standardized production in field as well as in factory, of quantity output on a scale hitherto undreamed of, and of the co-ordination of all means of transport to reduce expenses to the limit. It is the business of the Canadian Trade Commission to make these facts as widely known as possible. How few people in the Dominion realize that our total debts now amount to over $1,500,000,000, or in other words, that while the per capita debt in 1914 was $46, it has to-day jumped to $270. It is to find a partial solution for this condition of things that the Commission is at work.

"Its work does not cease with acting as an agency for the Canadian Mission in London, though that is important. There is the further obligation to do what can be done to rouse the whole people to a realization that we must return to peace time work, but on war time basis.

Representatives Overseas

"Largely through the invitation of the Canadian Mission in London there are now over two hundred representatives of branches of Canadian trade there. It is, however, not enough. A communication from London to Ottawa on Wednesday emphasizes the difficulties faced there in promptly securing business for Dominion firms unless represented on the spot by practical men acting for groups of industries or otherwise.

"The balance of trade had now swung so that it is becoming adverse to Canada. Before the war it was against us by 300 million dollars annually. Owing to war orders it became a favorable balance by nearly half a billion dollars. Our war debt in the Dominion, however, has mounted up to nearly $1,500,000,000. Henceforth there must be a largely increased volume of trade to pay our interest charges. This is what exports will do.

"The work of the commission here in Canada is to be director mainly along the lines of working for added export trade and reduction of imports of those things which can be made or grown within our own borders."

Hugh S. Eayrs, sales manager of the Macmillan Co., leaves early in May on a business trip to Winnipeg.

BOOSTING BRITISH TRADE

The Canadian Association of British Manufacturers and their Representatives has been established with branches at Toronto and Montreal. Similar associations have existed in Australia and New Zealand for several years. The objects of the association as set forth in the constitution, are as follows: "To further the interests of British trade throughout the Dominion of Canada and to affiliate with and work in concert with kindred associations in other centres of the Dominion having similar objects."

Those interested in the formation of the association naturally wish to increase Great Britain's share of the import trade of Canada. As Canada is buying a considerable volume of merchandise abroad each year, it is desired that the United Kingdom shall obtain a substantial share of that business. It is felt that the progress which Canadian manufacturers have made, especially during the past few years, will be exceeded by the manufacturing developments in Canada in the future. This is recognized as a welcome and gratifying feature, because as each unit of the British Empire becomes stronger industrially and agriculturally, each developing its resources, so will the great British Empire grow in stability, prosperity and influence.

All Harold Bell Wright's popular stories are in our Lending Library and may be read for **2c a day**	About a dozen novels by Rex Beach are included in our popular reprints at **75c each**
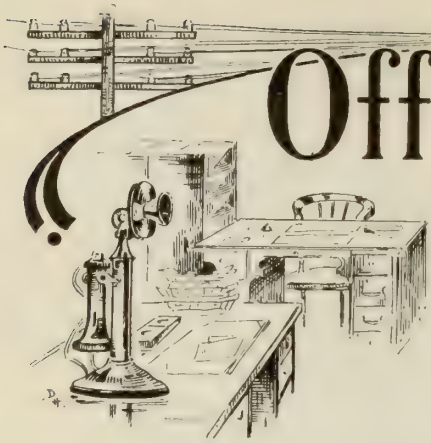
These are reproductions of panels appearing in a recent advertisement by Judd, Fraser & Cochrane, St. Thomas, Ont.

TRADE NEWS

Charles A. Port, who has for about ten years been associated with the Musson Book Co., Ltd., Toronto, will sever his connection with that firm on or about June 1. Mr. Port came to Canada from London, England, where he was with the London branch of the Musson Book Co., his brother being manager there.

Mr. Port has traveled Canada, east and west, for Musson's, and is deservedly popular with the trade, being a well-posted bookman. For a year or two he restricted his activities in directing the sales of Hodder & Stoughton, Limited, in association with Musson's, and when Frank Appleton went into the army, Mr. Port assumed the post of sales manager for the Musson Book Co.

Strickland W. Gilliland has given us another "fun book" in "A Sample Case of Humor." Gilliland has aptly been dubbed by the New York "Lookout" as the "official dispenser of sunshine to the American people."



Office Equipment and Business Systems

ECONOMY has had a larger meaning during the years of the war, and a committee that has done good work in reducing waste in expenditures in the Government Stationery Department is known as the "Editorial Committee on Government Publications." Their report shows that since October 1917, when this committee's labors began, not less than $500,000 has been saved in Government printing.

Particular interest for office supply trade attaches to the instructions by this committee to the employees of the Public Service of Canada, as contained in this report

These instructions are in part as follows:

Blank-Book.—Bindery ruling and faint lining will be allowed. The King's Printer will determine the quality of the paper and binding. Expensive binding is forbidden.

Carbon Copies for Department Files.—The King's Printer will cause this matter to be investigated in conference with the stationery clerks of the public departments, and a standard paper decided upon for general departmental use. The paper should be comparatively cheap and yet should be sufficiently strong as not to tear off files easily, or disintegrate with age.

Carbon Papers.—Only British-made typewriting and carbon papers will be permitted.

Canvassers for Office Supplies.—Canvassing in the public departments by travellers and agents of stationery and other firms is strictly forbidden. This order will not apply to individuals bearing written credentials from the Superintendent of Stationery.

Envelopes.—(a) Use No. 11 manilla, size 4 x 9, for general purposes. Make as much use as possible of the No. 8½ envelope, size 3¾ x 6¾, for enclosing 8 x 10 sheets, or smaller.

(b) Use a 7½ x 10½ manilla for enclosing a number of sheets together and which are too bulky to be enclosed in a No. 11 envelope. Sheets, size 8 x 13, folded once in the centre, fit nicely into this envelope. For a larger number of sheets together, too bulky to fit a 7½ x 10½ envelope, use a Kraft envelope, size 9½ x 15.

(c) The four sizes mentioned in paragraphs (a) and (b) of this section are considered all that are necessary for the general run of enclosures.

(d) For special purposes—and these purposes should be mentioned in requisitions—No. 12 envelopes, size 4½ x 10⅜, and No. 14, size 5 x 11½, will be supplied.

(e) No special-size envelopes will be allowed, unless approved by the Editorial Committee. The reason for requesting them must appear upon the requisition. Requisitions for cloth-lined envelopes, except in special and stated cases, will not be honored by the King's Printer.

(f) The 9½ x 15 envelopes are not to be printed. Each branch is to provide itself with a gummed label giving at the top the name of the branch and having a place below for the address. When matter has been enclosed seal down the flap by means of the addressed label. The recipient cuts through the label, preserves the envelope, and uses it again by sealing the flap with his own label. In this way an envelope can be used several times before it has to be destroyed.

(g) The large envelopes, size 9½ x 15, will be wrapped in parcels of 250, not boxed. This will effect a considerable saving and, moreover, experience has proven that containers for envelopes of this size go to pieces easily, causing loss by spoilage, and making for inconvenience in handling.

(h) The use of envelopes in mailing small bulletins, etc., should be eliminated wherever possible, substituting in lieu thereof franked wrappers or franks imprinted on the bulletin.

Forms.—(a) "Copy" of forms should be carefully prepared so that corrections on the proofs may be kept to a minimum.

(b) All forms should be confined to sizes 8 x 13, 8 x 10, 8 x 6½, except the few which cannot be confined to particular limits.

(c) Questions of ruling and faint lining, whether by machine or from type forms, will be determined by the King's Printer.

(d) Paper stock for forms will be of No. 3 Bond, except in special cases.

Letterheads and Memo Blanks,—(a) Letterheads are to be made in three sizes: full size, 8x13; intermediate size, 8x10; smallest size, 8x6½.

(b) Use No. 16 substance weight (17 x 22—16 pounds to 500 sheets) as the maximum weight for all correspondence. At the Government Stationery Office, No. 2 Ledger is stocked in bulk in the 20-pound weight for folio and 24-pound for double cap. Folio should be carried in the 16-pound weight, and double cap in the 20-pound, when the present stock is exhausted.

(c) Except for headings for ministers and deputy ministers the paper stock for letterheads is to be No. 2 Ledger, white.

(d) Die-stamped crested paper, with matching envelopes, is allowed only to ministers and deputy ministers. All other letterheads are to be printed letter-press from type.

(e) Paper of note size will not be issued to any official below the rank of deputy minister.

Loose-Leaf Supplies.—Bindery ruling and faint lining: Care should be taken that "copy" furnished plainly shows the ruling desired. The paper is generally ruled first before proofs of the type are sent out, and once done cannot be altered.

Mail list.—Where mail lists are in use they should be revised at least every six months to take care of changes and cancellations. It is suggested that a circular or return notification card be used, and that in the event of a reply not being received the name be struck off the list.

Press copying.—Public departments are urged to discontinue as soon as possible the system of "press copying," and substitute a second carbon copy, which may be typed on colored stock. The proper clerk can place one carbon copy on file, while the second carbon copy, which can be specially punched for the purpose, may be placed in a filing case for binding into one volume when 1,000 copies have accumulated. These second carbon copies should be handed over to the person assigned the duty of numbering them each day with a consecutive numbering stamp. This system gives the equivalent of a "press copy" without loss of any time otherwise necessary in copying communications, and with the additional advantage of absolute clearness.

Quantities.—When storage facilities permit, order one year's supply of all

standard forms, blank books, loose-leaf outfits, letter-heads, envelopes, etc. The unit cost is less for, say, one lot of 100,000 forms than for four, three, or two lots aggregating 100,000.

Scratch pads.—All obsolete forms should be returned to the Printing Bureau to be made into pads.

Typewriting.—(a) In the upper left-hand corner of the sheet upon which the communication is to be written, or below the space where the official signature will appear, the name of the writer should be typed, together with his official designation. The recipient will then be absolutely certain as to the signature.

Use manilla writing paper (similar to telegraph blanks) for ordinary inter-departmental communications, memos, etc.

(c) Single space all typewritten letters (except brief communications), with double space between paragraphs.

(d) Number consecutively all paragraphs in business correspondence. This will secure a very material reduction in the number of lines required when the writer has occasion to refer to previous communications. Typists must judge from the length of the dictation the size of the sheet which a letter or communication is to be written. Spoiled sheets should not be destroyed, but, when possible, used for communications between officers of the same department.

STANDARDIZATION OF INVOICE FORMS

The Standardization Committee of the National Association or Purchasing Agents of the U.S., is making a thorough effort to standardize the forms used for bill heads or invoices. The members complain very strongly about te lack of standardization. Invoices range in size from that of the war stamp to the large sheet. They desire to have the date, invoice number and other information in some predetermined spot on the page, and want the sheets of a uniform size for convenience in filing and handling.

The committee considered that no attempt should be made to force anything through which will serve as a restraint upon business and, therefore, the form decided upon should fit the requirements of the selling as well as the buying end of business. Large selling organizations are now using accounting machinery, such as electrical tabulating equipment for statistical purposes, and any form must be large enough to permit ready use of these accounting machines without interfering with the accuracy of the work.

From the standpoint of the purchasing agent particularly and the sales department secondly, it is desirable to have the date, order number, invoice number, car number and similar data placed in some definite spot on each and every invoice, so that there is always one place to look for this information. It may be necessary to provide more than one length of invoice form, but if it is possible to do so that should be avoided. One standard size would be far preferable from the standpoint of filing. This also has some advantage in the use of accounting machinery.

The subject is to be discussed at meetings of the various branch associations throughout the country, and suggestions are sought from anyone who is interested in aiding in this work. These should be forwarded to the chairman of the committee, W. L. Chandler, Dodge Sales & Engineering Co., Mishawaka, Ind.

STEEL OR CONCRETE FURNITURE

London, England, April 15.—As a result of the war a great shortage of furniture of all kinds has been experienced in England. Steel furniture as used in America was becoming quite popular in "Officeland," but the famine in steel has put a check on the industry. Meanwhile inventive minds have been busy trying to find a substitute, and several applications for patents have been made connected with concrete furniture. It is said to be produced from waste material with a large admixture of sawdust, and resembles in composition something between papier mache and wood. It possesses the qualities of strength, toughness and durability, and a nail may be driven into it without fear of splitting or cracking.

DECISION FAVORS MERCHANTS

In the report by the Toronto Police Commissioners given out on April 8, it was stated that the commission had been asked for a ruling to decide whether "Life," "The Saturday Evening Post," and "The Police Gazette" were magazines or newspapers. If they were magazines newsboys on the street would not be allowed to sell them. The Retail Stationers' and Newsdealers' Association was interested in the ruling. It was decided that "Life" and "The Saturday Evening Post" were magazines, and that they could not be sold by newsboys.

Here is another evidence of the value of trade organization. If the local association in Toronto had not been organized this result would not have been obtained. The selling newspapers on the streets is a genuine convenience to the public, but when it comes to magazines it is a hardship on the tax-paying retailers to cut off this business from their stores.

When newsboys are given free scope they increase inches to ells, and the sales taken away from the legitimate retailers do not, by reason of this circumstance, spell their whole loss. The sales of other goods resulting from customers going into stores to buy magazines must also be taken into consideration.

NEW PAPETERIES

In these days when raw materials are extremely expensive and somewhat difficult to obtain, the dealer in all merchandise finds himself confronted with the problem of having something to offer that will satisfy the customer who possesses discrimination in taste, but cannot afford to meet the advance in prices that have been made necessary in producing some of the best articles of established quality and reputation. In other words, from certain branches of the market there is a large demand today for popular-priced merchandise. That writing paper is no exception is indicated by the addition of popular priced papeteries to the Eaton, Crane & Pike Co.'s range of goods, the Montrose, Gainsborough and Eglington Linen Papeteries, which are very artistic in design. The sizes and styles of envelopes show the same distinctiveness that is characteristic of the designs in higher-priced stationery. These papeteries come in tints of pink, grey, violet and blue, in addition to white.

SPECIALTIES

From the Third Hand Patents, Limited, 45 Maddox St., New Bond St., London, W.1, comes a list of specialties, including "Georgian" sealing sets, ticket holders, files, eyeshades, spring roller blotters, wax inlay sets, initial seals, sealing wax pellets, etc.



"Rub-a-Dub-Dub," a new play toy novelty on the market. By courtesy of "The American Toy Journal."

Improved Toy Lines to Hold Trade

ON THEIR TOES!

The U.S. toy manufacturers are right on their toes this year in their plans to hold and strengthen the position won by them in the war years. German toys? Never again!

Originality, Novelty and Improved Workmanship More Than Ever Mark New Toys For This Year's Christmas Trade

At the recent New York Toy Fair there were many exhibitors, and the efforts of the toy manufacturers of the United States to hold the trade which they have built up since Central Europe has been off the trade map were to be detected in the new and interesting articles offered. Past "best sellers" were featured, too, sometimes with a new name, sometimes with a new improvement, always with some distinctive feature.

Among the interesting numbers to be noted were the "Duckdoo," a low rocking duck with a flat back, for the baby. It is considered quite safe. "Four in One" is a child's car, adaptable to the size of the child. It can be adjusted to ages from 2 to 8 or 10 years.

Dolls, toys and Christmas goods, all of paper, were in great variety. Whole towns of paper houses were ready for setting up, and some even had paper inhabitants. The war cut-out included paper airplanes and battleships, to be cut out and assembled.

The "Sam-E-Kar" is a wooden velocipede, colored in red, white and blue, propelled by arm action and thus providing healthy exercise; it is also adjustable so that as the child grows he need not cramp his body in working the car. There were several lines of cars built on this plan of adjustment to ages.

Realistic stuffed animals were, of course, prominent. Teddy-bears were in grey and brown, and there were lifelike cats and dogs, elephants, and other popular beasts. Materials were plush and felt in attractive colorings. Mechanical dolls, clowns, performing bears, etc., were numerous also.

One company showed some three hundred numbers in stuffed toys, including squirrels, rabbits, seals, and others, which have not been in the child's menagerie many seasons. A Nursery Rhyme series attracted a good deal of attention. They showed funny dressed animals: Miss Pussy, Mr. Bunny, Miss Piggy, Miss Elephant, Mr. Teddy Bear and Mr. Fox being new additions. A large dog on wheels, strong enough for a child to ride on; a standing "Teddee" bear, and a red-white-and-blue bunny were novel.

A toy motion picture machine which can be run by electricity, the cord being attached to any lamp socket, was featured by one firm. Three films go with the machine, also cord and plug.

Non-breakable Christmas tree ornaments showed varieties of fruits and vegetables in proper colorings, also fancy bells, balls, etc.

Among the new games attractively gotten out were "Grasshopper Tennis," played with miniature racquets and tiddledywink discs on a padded court; this followed the same rules as the regulation lawn game, "Basket Ball" and "Snappy Foot Ball" were also interesting.

The "Visual Geography" is a cut-up map, and the "World Flag Builder Blocks" set was a new item. It consisted of wooden blocks with which flags of all nations may be constructed.

The tanks, rapid-fire guns, armored cars, etc., would appeal to the boys who are fond of "action" toys. These items are painted grey and supplied with wooden ammunition and wooden soldiers as targets. The tank is said to be the only shooting tank on the toy market.

The "Toddle-Bike" and the "Billie-Bus" are substantial miniatures.

In dolls the array is large, some have moving eyes. Cork dolls with cushion-covered joints were new, and there were several lines showing little ladies in silk and jersey bathing suits.

The "Horsecycle" is a sturdy wooden horse on wheels and dappled in color. It is fitted with a saddle and is worked by treadles which connect with the rear wheels, while steering is done by means of a handle on either side of the head, the entire head and front wheels turning. The animal has a lively cantering appearance.

A toy phonograph was shown. It is large enough to play the small records and is featured in cabinet style.

"O-U-Kids" are dolls with roguish faces and daintily frocked, some showing sweaters and some dignified veils. Each is packed in a separate box.

The "Hero Alphabet in Rhyme," is a new educational item.

A "Life-Like" Sub.

A new submarine slowly subsides in the water, rests on the bottom a few seconds, then rises again. The periscope protrudes above the surface of the water, and upon the approach of a "chaser," submerges again. This operation continues with one application of power for about two hours.

The "Sport Camera," whose funny films are developed in water, is a novelty of the season, and so, too, is a calliope, which plays a complete tune.

The "Rub-a-Dub-Dub" is a novel idea —a chopping bowl with extension railing. The kiddies sit in it and rock in any direction with safety.

The "Plunder Box" is white enamelled —a treasure chest for sewing and cut-out work, and is accompanied by a stool.

The "Ski-Skoot" is a flexible combination of ski and sled. It folds flat for storage in the Summer.

A 15-inch doll and her complete wardrobe of fifteen articles, from hat, coat and gown to dainty shoes, are properly placed in a real trousseau trunk of three compartments. It is of fibre and riveted, resembling a "grown-up" trunk, and has a handle for the little mistress to carry it conveniently.

"Speed Up," "Spiral Dive," "Bowlinette," and "Up-and-Over" are some of the new war games for Winter evenings.

A Metal "Plane" Which Flies High

An aluminum aeroplane is warranted to fly 300 feet. It is claimed to be the first metal toy aeroplane guaranteed to fly.

A doll made entirely of papier-mache except for its natural curly wig was featured by one firm. The body is of natural form and tint, jointed, unbreakable, has sleeping eyes, and may be washed in hot or cold water. It was shown in three sizes—18, 22 and 26 inches.

The "Be Hound Coaster" is a funny wooden dog made of flat pieces of wood, painted yellow and red, with beady eyes and mounted on wheels so that a child may ride and steer it. Small replicas of the "animal" are hinged so that head, ears, tail and legs may be moved independently. A black cat and a rabbit are similarly constructed.

Many numbers made by wounded soldiers were shown; among them were engines run by compressed air, and also a baby aeroplane which flies for several hundred feet; it is in several styles, made entirely of a light weight wood with a motor of rubber bands.

One of the numerous "cars" shown resembles the familiar all-wood sled on wooden wheels, worked by arm action. It is claimed to have no rasping gears and to be a thoroughly safe coaster for little children as it has nothing to hurt them or tear clothing, and will not run backward down hill.

One firm featured a new composition for representing rocks, mountains, bridges, and other scenic effects in realistic manner for display purposes.

A new ferry boat automatically reversed when it struck an object and the change in its course was properly announced by the ringing of a bell.

Altogether the Toy Fair created a vast amount of interest and amusement, to say nothing of the keenness with which buyers placed orders.

"Strange Tales from the Fleet," by "Etienne," is a collection of stories of the life in the Grand Fleet, and the fact that they have passed the criticism of the ward room mess goes to prove that they are of good quality.

Build a Birthday Booth in Your Store

We are indebted to Thomas K. Black in "Playthings" for this Birthday Booth suggestion which will doubtless find favor with the wideawake readers of this paper.—THE EDITOR.

A Good Basis For Building Up Year-Round Trade in Birthday Merchandise, Especially Toys For Children

TOY TRADE SUGGESTION

A book and stationery store that is working to build up a year round toy department invariably has a neatly lettered show card in the store window, in a conspicuous place, worded as follows:

OUR TOY DEPARTMENT
IS OPEN THE YEAR ROUND

To supply the

TOY NEEDS OF THE
CHILDREN

READERS of BOOKSELLER AND STATIONER will recall the frequent suggestions that have appeared in past issues relative to the advisability of strongly playing up birthday greeting cards, because "Every day is somebody's birthday." The same idea might well be extended to all classes of merchandise suitable for birthday gifts as said in book, stationery and toy stores. In this connection the idea suggests itself of building a permanent birthday booth in the store, as a means of building up birthday business on a year round selling basis. That booth should be built without delay. No store should carry on without this logical and practical stepping stone to success. A year-round birthday booth can and should be made the basis of successful year-round selling.

Every child enjoys one Christmas a year—and one birthday. Also every child is given toys at Christmas—and on his or her birthday anniversary the total expenditures per child may or may not be as large as the Christmas expenditures, but it is spread equally throughout the year and the aggregate birthday business can be made bigger than the aggregate Christmas business, with the helpful assistance of birthday parties.

Therefore the advocation of the birthday booth and the instigation by the merchant himself of as many birthday parties as his community can bring about. For every party means an average of twenty little boys and girls. Every youngster brings a present—and receives one—total 40 toys, to say nothing of the favors, games and decorations that can be sold to make each party a success.

The birthday booth should occupy a permanent place in store or department, and should be in charge of a most competent salesman. He must be able to give accurate information as to how to give a party, what to buy, etc. Furthermore he should be supplied with printed pamphlets giving the needed information and also pictures and prices of birthday merchandise.

Every day is some little tot's birthday, and many other birthdays are just around the corner of the calendar. Therefore pertinent signs about this giving of birthday parties above the booth will be helpful, as will daily notices in the public press featuring the birthday booth and what it means to the little people.

The Basis of Year Round Selling

The year round toy business must rest on something more substantial than the fact that little boys and girls are given playthings just because they are good girls and boys, on the various holidays and on the natural desirability of the toys, dolls and games themselves to youngsters and grown-ups alike.

The successful year round selling of toys must have as its main basis a carefully worked out every-day campaign to boost birthday business.

The student of business, the real hard-headed business man who adds vision to his business routine will make big capital of the opportunities offered by the birthday parties and birthdays of his little customers.

CHECKERS

It seems a minor matter now, but there was a time when checkers were important. In old times, when the snow was deep, the papers not what they are now, and the telephone not known, this game, so easy and yet so hard, had its votaries everywhere, says the Manchester, N.H., Union. A board was at every grocery and in every tavern. Shrewd, usually rather thoughtful men, with a mathematical turn of mind, held the honors in each locality. Here and there notable authorities were developed. Men walked miles to play with each other. The merits of centre and side attack, of conservation or sacrifice, were widely debated.

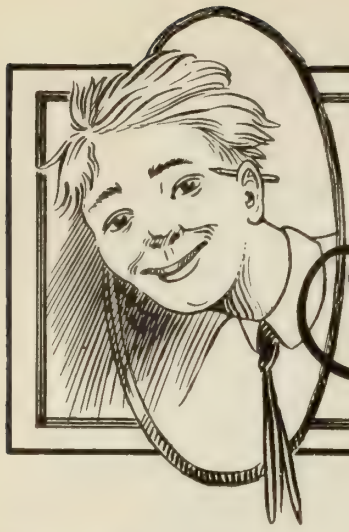
There is yet to be written a philosophy of games. Recreation is a product of character, expressing itself freely. What does the game of checkers mean? Evidently a contemplative, mildly pugnacious, calculating spirit, delighting to plan campaigns, carry on defense and offense, and at the end feel that one made a good contest. That was what the New Hampshire men of past generations delighted to do in life. Some are of that nature still. Some express it with other games. A faction will forever keep the checker board in view. Perhaps they are the kind of men who will remain the conservatives in social and political life.

TOYS FROM THE EAST

Some Japanese Products Surpass German and Please Canadian Buyers.

IN THE substitution of Japanese toys for those that formerly came from Germany, gratifying progress is being made. This has been referred to on several occasions in BOOKSELLER & STATIONER, and this month an interesting item comes from the Department of Trade and Commerce, Ottawa, that throws an insight on the determination of our Allies in the East so to perfect their products that they shall be satisfactory to Canadian buyers. This has been done to a remarkable degree in the case of crepe de Chine, and to a considerable extent with crepe Georgette. No doubt the record of eight trials that is mentioned below in connection with a certain kind of toy has been more than duplicated with crepe de Chine and other fabrics. The "Bulletin" of the Department says:

"On the title page of the "Weekly Bulletin" this week appears an illustration of toys made in Japan in imitation of German toys. These toys were made particularly for sale in Canada, but they are likely to compete in all the markets of the world. Immediately after the outbreak of the war several of the large department stores of Canada sent buyers to Japan with samples of German toys with a view to getting them imitated by the Japanese. One wholesale house in Western Canada made a collection of over 8,000 German articles. Shortly after the outbreak of the war the head of the firm took a trip through Canada picking up German articles wherever he could find them in the retail stores. He afterwards went to Chicago and New York and bought German articles there. He then shipped the whole collection to a firm in Yokohama, Japan, asking them to get Japanese manufacturers to imitate them. In the case of one German jack knife which he sent over to Japan, the first Japanese imitation of it was not satisfactory. The Canadian wholesale merchants sent it back with a criticism. A second knife was returned from Japan which was better than the first but not entirely satisfactory. The knife went back and forth eight times. Finally a quantity of jack knives were shipped to Canada which the Canadian importer states was superior to the German article and cheaper. The Japanese were very ready to receive criticisms and endeavored to satisfy the Canadian importer."



THE JUNIOR CLERK'S PAGE

THE JOB AHEAD

"GET ready for the job above yours." The young clerk who will make that his maxim and earnestly tries to live up to it is as sure to have a successful business career as Old Sol is certain duly to appear in the East right on schedule time, day in and day out.

It isn't presumption on a young fellow's part to try to fit himself to fill the job above him, at least as well as he who is now holding it down. It is good business and wise preparation for the future. How do you know that the man just ahead isn't going to take a step forward himself? Be ready to follow him. How do you know that he isn't going to resign his post and start in business for himself? Be ready to fill his place—satisfactorily.

Do not form the habit of complaining against the handicaps you have to face. Everybody must surmount difficulties. Why should you expect to tread a path of roses? Then again, do not prate about the successful man's luck. In this connection the following from the "Philadelphia Public Ledger" is most apropos:

"In nearly every instance we find the root of success lies in the man, not in the plan; for men can arrange with care and wisdom, but a slothful person can mar all well-conceived ideas. On the other hand, one who is energetic in the true sense can carry out successively the most difficult programme.

"How often has one heard the remark: 'That man Jones is a lucky fellow!' It is popular for the other fellow to call Jones' success by that short, meaningless word, 'luck.' It is an assumption that the successful man 'happened' to become a factor without forethought or purpose; that there was no personal cause for his advance; that it was not the result of his own wisely directed efforts.

"This notion is absurd. There is no such thing as luck experienced in business life. It is next to impossible in this world of certain laws and stated order of things.

"Is it luck that makes a merchant keen, alert, polite, truthful and honest?

"Is it luck that causes him to spend his evenings cultivating his mind, making himself a better man and gaining the respect of his trade?

What is a merchant's 'lucky day?' Is it the day he rises at 6 o'clock, takes a walk in the country and refreshes himself before beginning the day's work, or is it the day he tumbles out of bed with scarcely time for breakfast and is still drowsy when his first customer enters?

"Away with the folly of 'lucky days' and 'lucky men!' In their place you will find 'plucky men and honest men'—men with backbones, not wishbones. If the art of storekeeping were not difficult and the task tedious, there would be no successes. All would be merchants and all would depend on the luck that follows the footsteps of the foolish.

"'Man is the artificer of his own fortune.' 'Luck?' Stuff and nonsense!"

To the Clerk

This department has been started to tell little incidents that may prove of real interest to the clerk. BOOKSELLER & STATIONER, in inaugurating this department, is confident that a page devoted entirely to the employees of the store should be of unusual interest. It is hoped, too, that clerks in all parts of the country will consider this page their own, and will submit ideas that may be of interest to other clerks, or suggestions that may be discussed.

How about getting together on this matter and making this page a real success?

ON TRAINING

All young clerks should keep ever in mind the necessity for a proper training in business, and if this is not forthcoming in the way of adequate guidance by their employers, they should read available subject-matter on this question, in which connection the trade paper fills a big place. As a writer in an American trade paper appropriately points out:

"The day has gone forever when untrained men and women are employed in the morning, placed back of the counter ten minutes later and expected to compete with other sales persons, old and experienced. The greatest need of retail establishments is to train their sales persons. It is not necessary to have an elaborate system, but a good talk on plain salesmanship cannot fail to improve conditions.

You have gone into a store many a time where clerks acted as if they were doing you a favor by selling you an article, and you have entered another store where they were so civil to you that you felt as though you could not go out without buying something; and that makes the difference between a store's failure and success.

Finally, think what it is for the merchant when sales persons are taught always to be courteous. The discourteous one takes as much room and gets the same salary as the courteous one, but what a vast difference it makes in the sales of the day! This will come home to you with startling force. It pays to be a good sales person, the same as it pays to be a good lawyer, or a good doctor, or a good mechanic, and while selling merchandise is not a learned profession, there are as clever men and women back of counters selling goods as there are in law offices or physicians' offices.

The world pays for service rendered, and the returns are in keeping with the service given.

It is not the costliest sale which you make which pays for itself, but it is the sale you lose that totals on the wrong side of the ledger."

Remember the little tugboat that swings the giant liner around to its berth by a series of slow, steady pulls on the hawser, while a sudden pull or a series of tugs would not move the great ship an inch. So it is with salesmanship; a long steady pull on the hawser of desire accomplishes the result, while a succession of jerks, tugs and pushes will fail to gain the desired result.

"The Princess of Mars," by Edgar Rice Burroughs, is a great piece of imaginative fiction, describing the hero's adventures on Mars, after being transmitted there from the earth.



Books

BELAND'S BOOK

A notable Canadian book new this season is Henry Beland's "My Three Years in a German Prison," published by Briggs.

Dr. Beland is familiar and favorably known all over Canada as a former Postmaster-General, and is still a member of the Canadian Parliament. Some little time previous to the outbreak of the Great War he had gone to Belgium, and was living with Mrs. Beland and his daughter in Capellen. When the German invasion began, since he was not a combatant, and since he was engaged in medical service, in aiding wounded Belgian soldiers, Dr. Beland naturally anticipated that he would not be molested, and was at first given assurance to this effect by the German commandant. Shortly afterward, however, he was seized and in spite of all protestations, taken to a German prison in Berlin, where he spent practically three years. He was finally released a few months previous to the signing of the armistice, in exchange for Von Buelow, secretary of the Krupps, who had been under surveillance in England up to the same time. The story of his prison experiences, and of the characteristic German treatment of civilians, officers and soldiers, written, as it is, from the standpoint of a public man, throws a new light on these matters, and shows in a way that cannot be questioned, the inherently brutal and deceptive elements of the German character.

Booksellers in Canada should feature this as a book that will be valuable in a home library.

BOOK COLLECTING

"It is a joy to go through bookseller's catalogues, picking here and there a possible purchase. Formerly, when I could seldom spare money, I kept catalogues as much as possible out of sight; now I savour them page by page, and make a pleasant virtue of the discretion I must needs impose upon myself. But greater still is the happiness of unpacking volumes which one has bought without seeing them. I am no hunter of rarities;....what I buy is literature, food for the soul of man. The first glimpse of bindings when the innermost protective wrapper has been folded back: The first scent of books! The first gleam of a gilded title! Here is a work the name of which has been known to me for half a lifetime, but which I never yet saw: I take it reverently in my hand, gently I open it; my eyes are dim with excitement as I glance over chapter-headings, and anticipate the treat which awaits me."—George Gissing.

BARNEY OLDFIELD'S BOOK

Barney Oldfield has written a most creditable technical book for motorists. Its title is "Barney Oldfield's Book for the Motorist." Small, Maynard & Co. are the publishers.

Of his book, Barney himself says:

"It was my intimate knowledge of cars, the designing and construction and general ability to force the last ounce of power out of them, that enabled me to pull down so many 'firsts.' Just to help out a whole lot of good fellows who have been too busy with other things to devote twenty years of their life to acquiring this practical knowledge I've written a book for you. Do not merely glance my book through, or read it carelessly, but study it with a view to understanding it. Keep at this study until you have thoroughly absorbed the general advice and suggestions, even if you fail to grasp the more technical information it contains. No matter what class or price your car represents, I'll try to help you reduce the upkeep and increase its service."

The book is profusely illustrated.

LINCOLN—PRACTICAL MYSTIC

According to Francis Grierson, Abraham Lincoln was the greatest practical mystic the world has known for nineteen hundred years. He has written a book on the subject and its title is "Abraham Lincoln, the Practical Mystic," a copy of which has come for review from the John Lane Co. Lincoln is depicted as the one man whose life and example ought to be clearly set before the English-speaking world at this crucial time in the history of civilization. Mr. Grierson's study of Lincoln has been a most careful one, as his previous book, "The Valley of the Shadows," amply proved, and this is equally apparent in this new volume, which depicts faithfully the spiritual atmosphere in which Lincoln lived and moved, thought and worked. This is a valuable book for its beneficial influence in the reconstruction period which the world has entered upon, and as such booksellers should play it up strongly, with the assurance that many will want it if the book is properly brought to their attention.

ON RECONSTRUCTION

"Democratic Ideals and Reality," is the title of a book by H. J. Mackinder, M.P., published by Constables. It is a study in the politics of reconstruction. As to its import the author's preface, as follows, will serve as a guide to booksellers:

"This book, whatever its value, is the outcome of more than the merely feverous thought of war time; the ideas upon which it is based were published in outline a good dozen years ago. In 1904, in a paper on 'The Geographical Pivot of History,' read before the Royal Geographical Society, I sketched the World-Island and the Heratland; and in 1905 I wrote in the National Review on the subject of 'Man-power as a Measure of National and Imperial Strength,' an article which I believe first gave vogue to the term man-power. In that term is implicit not only the idea of fighting strength but also that of productivity, rather than wealth, as the focus of economic reasoning. If I now venture to write on these themes at somewhat greater length, it is because I feel that the War has established, and not shaken, my former points of view."

THE BEST SELLING BOOKS IN CANADA

	Novel	Points
1	Sky Pilot in No Man's Land. Connor	244
2	Four Horsemen of the Apocalypse. Ibanez.	103
3	Dawn. Eleanor H. Porter	58
4	Desert of Wheat. Grey	35
5	Jungle Tales of Tarzan. Burroughs	31
6	Curious Quest. Oppenheim	23
	General.	
1	In Flanders' Fields. McCrae	133
2	Dere Bill. Summers	50
3	That's Me All Over Mable. Streeter	40
4	Sir Wilfrid Laurier. McArthur	28
5	Dere Mable. Streeter	31
6	Grand Fleet. Jellicoe	20

LORD FRENCH'S BOOK

"1914," by Field Marshal French, with an introduction by Marshal Foch, is the first authoritative war volume to be written by a commanding general of one of the present Allies. Now that perspective is lent to events of the war by the cessation of hostilities, such accounts as this will reveal surprising aspects of the war situation which could not before survive the ruthless pen of the censor. This will prove a companion volume to Jellicoe's "The Grand Fleet."

"The Years Between," by Rudyard Kipling, is the first volume of poems Mr. Kipling has published since 1903, and will be found to contain many of his most striking recent poems. This will be published in all the uniform editions.

Difficulties Faced by Book Publishers

NOT "PROFITEERS"

If the public were to study facts in relation to book publishing costs they would not only realize that there cannot be any trend toward lower prices for many months to come, but that still further increases can scarcely be avoided.

Profit Per Book is Cut so Fine That the "Dead Stock" Represented by Remainders Even in Case of Good Sellers Cause Heavy Losses

PROBLEMS of publishers have seldom had the consideration they deserved at the hands of either the retail book trade or the general public.

The following article is reproduced from "The Bodleian," of London, England, because it explains in an interesting manner an oft-repeated question:

Impressions

"Any schoolboy (whether or no he has learned with bitter pain that there is no royal road to Latin) can tell you that there is a royal road to profiteering. Increase by a hundred per cent. the price of an article which people will buy, regardless of cost—the hat of the moment, or the latest thing in boots—and the money will be forthcoming. But add sixpence to the price of a book, and you will be rewarded by a storm of 'violet-coloured' abuse. All unbeknown to yourself, in the popular imagination you will have advanced silently yet invincibly along the exclusive highway traversed only by the masters of millions. Half angrily, half enviously, people will hurl at you the mystic word, 'profiteer,' and, somehow or other, from that day onward your friends will never quite be able to disassociate your name from visions of Rolls-Royces and banking accounts of fabulous dimensions. At one stroke you will have achieved substantial notoriety and chimerical millions.

"That it is customary in certain quarters to look askance at publishers' prices when they show the slightest sign of the abnormal is unfortunately only too true. Someone buys an eighteenpenny reprint, and suddenly makes the discovery that the little red-bordered label on the spine has been stuck on, not for ornamentation, but to conceal the price printed on the wrapper—one shilling. An increase of six whole pence, and how crude the deception! His (or her) letter to the 'Times' brings to light the astounding fact that other people have likewise discovered unashamed, nay, blatant and red-bordered one-and-sixpences covering modest shillings, and the public lifts its corporate nose in the air, and scents a wholesale conspiracy of publishers against the nation. This sort of thing goes on until a publisher, or someone who understands the position of affairs, points out that although the book, along with the wrapper, may have been printed before the increase of prices, the binding of the book has trebled or quadrupled its original cost, while it would be absurd to 'scrap' the wrappers for the reason that a reprint would probably work out at about a penny apiece.

"Another aspect of the case is revealed in a letter written by Mr. John Murray, and quoted by 'Diarist,' in a recent issue of the 'Westminster Gazette.' 'Some years ago,' he writes, 'before giving evidence in a law suit, I had to make careful inquiries as to "establishment charges" among English and American publishers, and found that in the best firms they ranged from 16 to 20 per cent. on the actual money received by sales. These charges have now nearly doubled from causes beyond a publisher's control; wages, taxes, freights, postages etc., and it can be shown that books sold at 2s. now yield less profit to the publisher than the same books at a shilling before the war. A publisher is now paying three or four times what he did to produce books, but he cannot raise the price to the public to nearly the same extent.'

"This, however is not the whole of the matter. If a publisher could, as in most other businesses, calculate his profit on each article (in his case each copy of a book), multiply it by the number sold, and deduct his overhead charges, his business would be a simple one, but it is impossible for a publisher to calculate before hand the exact number of copies he will sell of any particular book. Moreover, books cannot with advantage be printed in odd numbers—the printers' charge for machining fifty copies is the same for 1,000. Nor can a publisher prophesy the exact time when a particular book will fall off or stop. Consequently even with the steadiest of sellers the publisher is constantly faced with a considerable quantity of dead stock. In former days when paper was cheap, this could often be sold off at a little less than cost price, and the publisher might still be able to avoid loss on the whole edition, but in these days the margin of profit per book is cut so fine that if even a moderate number of an edition is left unsold the loss must be considerable.

"This rather takes the gilt off the 'profiteer' theory. But although the situation has been of late several times explained by acknowledged authorities there are apparently still many who remain unsubduedly sceptical. Imagination is still more potent than logic, and the glamor of that roseate vision of luxurious cars and overflowing coffers has not yet quite faded. At every whispered rumor it quickens and intensifies, and just now an idea is struggling into existence that because paper is getting a little cheaper the price of books should go back 'with a bang.' How this cyclonic kind of rebound to the normal is going to be made possible is not quite apparent—at least to publishers. Certainly it will not be possible to reduce the price of books for quite a considerable time, for many of the books which are being published at present, and which are forthcoming, were being prepared at a time when the cost of every kind of material was at its maximum. Another point not to be overlooked is that although one or two materials may have slightly decreased in cost, the largely increased wages that are being paid to printers, bookbinders and others rather more than restores the balance. It will thus be seen that in many cases books which are at present being issued have actually cost more to produce than had they been published, say, six months ago, because they were probably printed when paper prices were at the top of the scale, and are being bound at a time when binders' charges are still soaring heavenward. If the public only took the trouble to study these little facts the poor publisher would not so often be looked upon as an unclean criminal while if his war-time difficulties, endeavors and achievements were more fully realized (we make the suggestion in all modesty) perhaps the name vouchsafed to him would be not Profiteer but —Patriot."

LOVER HAS GREAT IDEA

Some humorous letters come in the day's mail at almost every large publishing house. Here is one that was received by one of these concerns the other day:

"Would you mind sending me some six popular novels of the best circumstance: I am fond of a pretty nurse and have asked her to be my wife. She does not say yet whether she will or not. I am her senior by a double amount of years. I would like to win her. I want to lavish attention upon her. Now I would like to send her weekly some good novel or journal to win her to me. Come to my aid."

THE BRITISH NAVY

"The British Navy," by L. Cope Cornford, is a book intended primarily for the reading of young folks. In an easy and intimate style the author discusses Navy Officers and Men. The Fighting Uses of the Ships. The Practice of Sea Mastery. The Civil Work of the Navy, Types of Naval Officers and The Navy in the Great War.

The supremacy of the seas is a big problem these days and this volume will serve to introduce it in an attractive form to the younger generation, providing the facts required for an intelligent study of many of the issues involved.

"The Man Who Discovered Himself" is a new novel by William George Emerson, author of "The Treasure of Hidden Valley."

Selling-Point Digest of New Books

ABOUT DISPLAY

No matter what is being shown in the store windows there should be provision made so that at least one copy each of new books, as they are put into stock, may be shown in the windows. People will then form the habit of watching for these new books.

Brief Paragraphs Telling the Retail Bookseller About Features That May be Played Up to Make Sales

CORNELIA

Lucy Fitch Perkins makes a most creditable contribution to literature in her book, "Cornelia, the Story of a Benevolent Despot." Booksellers need not fear to feature it as a successor to such books as "Rebecca of Sunnybrook Farm," and "Mary Cary." A lanky, long-legged, fiery child, full of character and talk, her activities are frequently misunderstood for naughtiness by neighbors. Her desires to mould the destinies of those about her are always to the advantage of the objects of her care and are usually both worth while and successfully carried out—as in improving the condition of a neighboring poor family, helping the passage of a Child Labor Bill through the Legislature, etc. In her development in the course of the story she becomes one of the most appealing and amusing characters of recent fiction. It is a book for young and old alike, and many of the readers of the author's celebrated series of Twin books will enjoy it no less than their elders.

THE BOUNDER

Arthur Hodges, new novel, "The Bounder," is a realistic story of New York life—not a Fifth Avenue-Broadway story, but a tale which draws its source of life from a free and easy Bohemian group of characters. The inmates of the "Kilkenny," a mediocre apartment house, with their freedom of tastes, amusements, and friendships, their individualism, are the nuclei of setting and personalities for the book. There are clear, fresh ideas in Mr. Hodges' book; there are vivid, thoroughly human characters, and there is true human psychology.

MISS TARBELL'S NOVEL

Ida Tarbell, well known for her various writings on questions of the day, has written her first novel, which is called, "The Rising of the Tide." It is a story of a mining and manufacturing town during war time. It is not a war novel in the commonly accepted meaning of that term, but rather a story of the American spirit which contributed to so large an extent to early victory.

BEAUTY OF THE BIBLE

In the "Humanism of the Bible" series. James Stalker's "The Beauty of the Bible" comes from James Clarke & Co., London. In this volume Dr. Stalker brings his well-known gifts of religious and literary insight to the interpretation of the poetry of the Bible. After an illuminating introductory discussion of Hebrew poetry, the various poetical books are treated in sympathetic chapters, which are calculated both to open up the Bible as literature, and to exhibit its great truths alike as guidance for life and as a preparation for Christianity.

WHAT THE NAVY ACHIEVED

It is becoming clearer every day that by far the greatest force in winning the world war was the British Navy. For that reason, R. H. Gibson's book, "Three Years of Naval Warfare," should find a prominent place in the bookselling trade. The book is intended for those who wish to understand fully the part which the Navy has played in achieving the great victory over Germany. The book, however, is not restricted to the British Navy. Part I is restricted to the Royal Navy and its work near the British shores, but Part II tells of the work of the British and Allied fleets abroad.

DICTIONARY OF PHRASES

In considering the good prospects there are for increasing the sales of dictionaries of the various types, from the vest pocket editions up to "Webster's New International" and the "New Standard," in editions up to $16 and $18 each, and such books as the volumes of Synonyms, the coming of "A Dictionary of 6,000 Phrases" (Putnam's) is of special interest. This has been compiled by Edwin Hamlin Carr, and is an aid to ready and effective conversation and to social letter writing, with over 100 model social letters, and 6,000 of the world's best English phrases.

In this book is carried out an original and useful plan for making the world's best English instantly available to anyone in social letter writing or in conversation. This phrase book is a classification of phrases of different kinds and for use in a great many different connections, so that synonymous phrases may be secured, just as synonymous words are secured in a book of synonyms.

THE LADY OF THE NIGHT WIND

Another novel of Varich Vanardy, author of "Alias the Night Wind," has just come from the Macaulay Company, of New York. Its title is "The Lady of the Night Wind," in which "the nest," a house of mystery, with detectives, secret service operatives, thrills aplenty and an engaging love story, all contribute to the make-up of a story that holds the reader's close interest from cover to cover. Booksellers are finding that good stirring detective tales of the better class are in great demand at present, with returned soldiers prominent among those who are clamoring for such books.

BUSINESS BOOKS

In the Shaw Banking Series (Musson) two new titles are "Management and Executive Control," and "Building Equipment and Supplies." In the former the subjects covered are of interest, not only to bankers, but to business men generally. Management policies applicable to almost any business are fully considered in the light of the most successful executive practise.

The information contained in the 22 chapters is the result of an investigation of many banks throughout the U. S., the sources being listed in the forepart of the book.

By actual examples the answer to "What is good management?" is given in the first chapter. Other chapters describe the work of the executives and tellers, showing better methods for gaining and holding business, the most approved plans for supervising and handling internal problems, including the daily routine, audits, and clearing house examinations; the hiring and training of employees, in which the subject of loyalty is taken up in detail; the use of women in banking; more effective methods for handling trust and savings business; adjusting interest rates for the greatest and most profitable business; and other interesting topics, such as getting closer to customers and benefitting from associations. This book contains 328 pages, including many charts, forms, and illustrations.

In the other volume, which is the sixth and last of the series, emphasis is laid upon the importance of making the banking home afford the best service to customers, and shows how other banks are doing it successfully.

Banks confronted with the necessity of rebuilding, remodelling, or building anew to meet the demands of their business will no doubt find this book of particular value at this time. High prices of materials and other abnormal building conditions make the information contained in the book unusually important as a help in meeting construction problems.

WAR AND SOCIAL REFORM

Basil Worsfold is publishing a book, through an English publisher, which is of immediate concern to these days of unrest. It is entitled "The War and Social Reform," and is a courageous endeavor to trace the influence of the war as a reforming agency, with a special reference to matters primarily affecting the wage-earning classes.

GALSWORTHY

"Saint's Progress" is described by the publishers as being beyond question John Galsworthy's masterpiece, a novel of the very moment; and though not of the war—for it is concerned especially with the careers of two highly-individualized women—it is presented against the flaming background of the war. An idea of its nature, though not of its quality, may be gained by this review of the two situations developed in its first pages:

Edward Pierson is the vicar of a London parish and an ardent music lover. He is a widower with two daughters—Gratian, twenty, who has recently married George Laird, an army doctor, and is herself now a nurse, and Noel (Nollie) an affectionate, high-spirited, impulsive girl, nearly eighteen. Pierson and Noel spend a July holiday at the home of Robert Pierson (Edward's brother in Monmouthshire, close to Tintern Abbey. Here Noel meets Cyril Morland, a young officer about to go to the front, and the young people fall deeply in love. Morland urges an immediate marriage, but Noel's father objects on the grounds of youth and short acquaintance. He is suddenly summoned to London by the serious illness of Doctor Laird. He arrives just before the crisis is passed, and is shocked to find that Gratian has become converted to the views of her husband, who is an agnostic, and denies revealed religion. From these related situations a sequence of intensely dramatic and emotional events rises to a remarkable culmination.

Galsworthy's lecture tour in America and the newspaper prominence he is receiving adds to the prospects of good calls for this new book of his.

THE UNTAMED

Booksellers can always place a goodly quantity of any well-told, virile story of Western life, and such a book is "The Untamed," by Max Brand, just published by Putnam's. It is the story of three strange comrades—Whistling Dan of the untamed soul, within whose mild eyes there lurks the baleful yellow glare of beast anger; of the mighty black stallion, Satan, King of the Ranges, and the wolf devil dog, to whom their master's word is the only law—and of the Girl.

How Jim Silent, the "lone-rider" and outlaw, declared feud with Dan, how, of his right-hand men, one strove for the girl, one for the horse, and one to "'get' that black devil of a dog," and their desperate efforts to achieve their ends, form but part of their stirring action.

INTERNATIONAL WAR

There is announced for early publication a book entitled "International War: Its Causes and Its Cure." The author is Oscar T. Crosby. Mr. Crosby has been for some time on the Interallied Committee for War Purchases and Finances. He is at present at the Paris Peace Conference.

ARTHUR MEE

Arthur Mee believes that God is intervening to deliver Europe. His 40 short and moving chapters, carrying us from the Nebula to the Millennium like a great adventure, will grip the reader as his magazine articles have gripped millions of readers in the English speaking world.

This indicates briefly the theme of his book "Who Giveth Us the Victory," published by Briggs. Booksellers will be able to promote extra sales by pointing out that Arthur Mee is the man who wrote the famous banned book "The Parasite," attacking the liquor traffic in England.

VICTORY

Booksellers are aware of the fine reputation made by William Stanley Braithwaite with his "Golden Treasury of Magazine Verse," and will welcome his new volume just put out entitled, "Victory," being a collection of war verse by thirty-eight American poets. Theodore Roosevelt contributed what was probably the last introduction he wrote for any book.

"The War Debt and How to Meet It," by J. E. Allen, proposes a scheme for meeting the colossal war debt upon a reformed income tax basis.

"A New Heaven," by the Hon. George Warren Russell, who is the New Zealand Minister of Internal Affairs and Public Health, tells of life after death, and maintains that it is one of intellectual activity.

"Midas & Son," by Stephen McKenna, author of "Sonia," is an acute analysis of a father and son trying to fit in to a society of a higher level than their own.

"Little Houses," by George Woden, describes life in a provincial town in the later days of Queen Victoria, written with great observation of human passion.

"The Mudlarks Again," is a further selection of contributions to "Punch" by Crosbie Garstin.

"Under Cossack and Bolshevik," by Rhoda Power, is an account of Russian life during the recent disturbances, telling how the author lived for six weeks in a hut on the shores of the White Sea.

WOMEN AND LABOR

Dr. Marion Phillips is the chief woman officer of the Labor party, England. Dr. Marion Phillips has just published "Women and the Labor Party," in which, with the co-operation of ten leading Englishwomen, including Beatrice Webb, Rebecca West, and Margaret Bondfield, she outlines the demands of women and establishes their place in the new social order. Each of the ten contributors discusses the particular subject—from foreign affairs to domestic economy—in which she is expert. The introduction is by Arthur Henderson. Organized labor everywhere will be interested in this book. This should be taken advantage of by booksellers.

NEW AND FORTHCOMING

"The Betrothal," by Maurice Maeterlinck, is the eagerly awaited sequel to the same author's "Blue Bird," and it will be produced later this year in London.

Dealing with basic principles that must underly the League of Nations, "The Covenant of Peace," by H. N. Brailsford, presents the entire subject in an essay that received a prize of £100 warded by a jury that included H. G. Wells, John Galsworthy and Professor Bury. The pamphlet is valuable to those who think they know all about the subject as well as to those who know they know nothing about it. An introduction by Herbert Croly assists in posing the problem for the reader. It is a 25-cent paper bound book.

"Everybody's Husband," by Gilbert Cannan, is an amusing one-act play revealing with cynical humor that, though women may be different, all men are alike, and that "in the heart of every lover lurks the husband." To read it is better than going to the theatre because one's enjoyment is not disturbed by bad acting.

WILSON MACDONALD

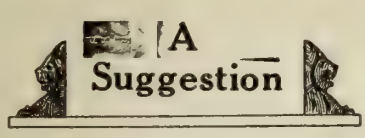
Wilson MacDonald's book of "The Songs of the Prairie Land" has had a good sale, particularly in the Eastern Ontario towns where this author's opera, "In Sunny France" was produced during the past season. This was true also of towns and cities in Western Canada where this opera was produced.

There has been quite an interesting discussion recently in Toronto owing to the divergent estimates of MacDonald's poems by local press critics.

MacDonald himself replied in verse to three of these critics. This amusingly trenchant retort did not fail to score in the minds of even those whom it hit.

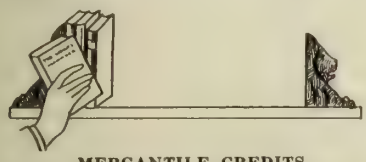
MacDonald is a native-born, whose Canadianism goes back four generations, and it is a remarkable fact that, while his work has had greater praise in England and the United States than by critics here in Canada, there has been a greater measure of adverse criticism by those who have been in Canada but a comparatively short time than by men and women of letters who are themselves native Canadians.

BOOKSELLER AND STATIONER queried Mr. MacDonald on this very point, and his reply was that he could explain the attitude of these critics only on the ground that they seem to think that all poetry, even the work of native Canadians, should follow the fast rules that they apply on the basis of the characteristic work of British poets. This was not logical according to Mr. MacDonald. The true inspiration of Canadian writers naturally springs from a different source than those of other lands and new notes were consequently struck. Failure to discern such departures displayed narrow vision on the part of critics and the natural result was that injustice was done to works of true Canadian inspiration.



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WITH a few well-chosen books on subjects of essential importance to your business you can discover new ways of increasing efficiency, stopping leaks and adding to profits. Make a start as suggested below:



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SELLING SUGGESTIONS

By Frank Farrington. 1913. 274 pages. 2 volumes. Flexible binding **$2.00**



In ordering any of the above remember that we guarantee satisfaction. Books may be exchanged, or the choice may be varied to suit your requirements. **Ask for catalogue of business books.**

The Blank Bookstore

BLANKTOWN



Here is a good suggestion that any retail bookseller can profitably use to boost sales of business books.

"B.E.N.," by Dorothea Conyers, is one of this author's inimitable descriptions of Irish life.





A Show Card De Luxe

HERE is a suggestion which can be used for these Curwood books or adapted to any series. The idea is to use the jackets of books, and if based on the actual plan of this reproduction, the size of the card would be about five feet deep and slightly under four feet wide.

Through the aperture in which this reading matter appears, the display of the actual books is to be made.

This mammoth window card will prove a great force in attracting attention to the display. If it is not deemed advisable to go to the expense of having the decorative art work done, this could be eliminated by having jackets appear all around; the effect would still be good.

The plan could be enlarged by using more book jackets, so as to form a complete border for the window, being pasted right on the plate glass.





"The Bustling Hours," by W. Pett Ridge, gives an account of a young girl's share in war work.

"The Son of Tarzan," by Edgar Rice Burroughs. It is a fourth volume of the Tarzan series, and to those who have read the former volumes, this is in itself a sufficient recommendation.

"The Beloved Sinner," by R. S. MacNamara, and "When Life's at Stake," by Marcil Berger, are two novels announced for early publication, and there is to be a new edition of George Van Schaick's "Peace of Roaring River."

NEW AND FORTHCOMING

"Tramping With a Color Box," by C. J. Vine, edited by Flora Klickman, is a beautiful art volume that will be well worth introducing to amateur landscape painters, and indeed artists generally.

"The Lure of the Pen," is a book for would-be authors, by Flora Klickman. There is sure to be a large demand for this new work by such a popular author and editor, as witness "The Flower Patch Among the Hills," which is now in its 14th edition.

"Jean," a novel by Ethel Corkey, is a love story of modern times, in which the popular author of "The Way of a Hundred Stars" has given us the benefit of her deep knowledge of artists and their haunts and ways.

Captain James Norman Hall, author of "High Adventure,"—that epic of the air,—has just returned to America. This is more than a casual bit of news to the readers of Captain Hall's remarkable account of his "air life,"—for many of them put down his book with dread that the young avaitor had not survived his perilous fall. Captain Hall is now writing a small book which will complete "High Adventure," bringing the chronicle of his experiences up to date.

SUDDEN DEATH OF MR. VOLLAND

Just as BOOKSELLER AND STATIONER was going to press the sad news was received of the sudden death of P. F. Volland, head of the Volland Co., of Chicago, the well-known firm of greeting card publishers.

How to Build Up Gardening Book Sales

Value of the Potential Co-operation of Newspaper Articles and of Public Libraries in Awakening Public Interest

LIBRARY CO-OPERATION.

The booksellers in all towns and cities should use their influence to encourage similar action on the part of local public libraries to that dealt with in this article.

BOOKSELLERS, by keeping their eyes open for the trade-bringing significance of news and special articles mentioned in the newspapers and magazines, will frequently be able, by co-ordinating their advertising with these articles, to very materially increase the sales of the merchandise that is affected. A case in point is the following news as given out to the newspapers by the Reference Library of the Toronto Public Library:

"Have you planned your Victory garden? To those who have not, the 7th annual exhibit of garden books at the Reference Library, College street, has many valuable suggestions to offer.

"The collection include 46 of the best books on practical gardening, home vegetables and small fruit, bee-keeping and poultry breeding. Some 75 catalogues deal with the question of how, when and where to plant vegetables and flowers and with color and design. Another series tells about seeds, plants, bulbs, shrubs, garden tools and supplies.

"iVctory gardens mean food delivered F.O.B. at the kitchen door. Through the nation-wide campaign for home food production the people of Toronto have learned a wonderful lesson and thrifty gardeners have become a civic as well as community pride. That thrift which added so much to the strength of France has become a habit of thousands in this country.

"There is still the vital necessity for food raising. Under this incentive more and more permanency should come to the business of city gardening.

"Setting forward the clock for one hour during the summer months has given the average business man an appreciable time for gardening in the evening. Daylight saving therefore should mean thousands of better, more productive gardens. The prosperity of any country depends not alone upon its great manufacturing plants or extensive farming, but upon the productiveness of every backyard garden.

"Just because there are many problems that confront the city gardener, that is no argument for not having a garden. If the gardener will only study his given space, the smallest plot may furnish not only exercise out of doors, but a supply of fresh vegetables for the table.

"No matter what the soil may be, clay, loam, sand, or muck, you may have a garden and raise some vegetables successfully. One of the most important points to be considered is drainage. If the soil you have is heavy clay, add plenty of ashes, cinders and manure, working all well into the soil with a rake. If, on the other hand, it is of light, sandy nature, use plenty of lime and coarse manure. When the garden is larger than 30 x 50 feet, it saves time to have it plowed. But plowing never does the work as thoroughly as digging.

"Seeds of hardy vegetables as peas, radishes, lettuce, etc., may be sown as soon as the soil can be dug and raked. Others, such as beans and corn, should not be sown until the danger of frost has passed. Cucumbers, melons, squashes, etc., known as tender vegetables, should not be sown until the ground is thoroughly warm and cool nights are a memory."

It should be an easy matter for booksellers to interest the newspaper editor to run special matter of this nature about gardening and aids to success in the work, because of the genuine and timely value such matter will have for the newspaper readers. The idea is not to get free advertising of the "reader" type *per se*, having a direct bearing on the retailers' business, but to get the newspaper, if it has not already so dealt with this subject, to publish a suitable article that would in fact promote advertising to be run by the retail bookseller, linking up with that article the books on gardening and similar subjects which he has to sell.

Incidentally a most striking window display could be arranged and with all these influences put into operation, backed up by earnest and persistent personal introduction and salesmanship, a most satisfactory and profitable turnover in books of this class will be realized.

GARDEN BOOK

"The Dorothy Perkins Canadian Garden Book" is a timely and helpful handbook for the amateur gardener, by a Canadian writer. Her information is based on our own climatic conditions.

Dorothy Perkins has been a regular contributor to several periodicals and her writings invariably have genuine merit. She is herself a garden enthusiast. This is the time for booksellers to play up gardening books.

Ontario Leads in Public Libraries

Over Four Hundred in This Province

FOLLOWING is the list given of officers elected at the convention of the Ontario Library Association, held April 22.

President, D. M. Grant, B.A., Sarnia: first vice-president, B. Mabel Dunham, B.A., Kitchener; second vice-president, W. J. Sykes, B.A., Ottawa; secretary-treasurer, E. A. Hardy, B.A.,D. Paed., Toronto; councillors: W. H. Murch, St. Thomas; W. Briden, B.A., St. Catharines: Lillian Smith, B.A., Toronto; Norah Thompson, B.A., Sault Ste. Marie; C. A. Byam, New Liskeard, and F. P. Gavin, B.A., Windsor.

Over fifty representatives of Ontario public libraries attended this 19th annual convention.

The chief address was that of Dr. Cody, Ontario Minister of Education. He said that statistics revealed an increase of 44 per cent. in expenditures on public libraries during the war, and an increase of 53 per cent. in the circulation of books by them.

A valuable phase of their effort during the period of mobilization had been the establishment of libraries in the fifteen military camps of the province. These had consisted of from 500 to 2,500 books each, and had met with a ready appreciation from the troops. The pessimist, stated the speaker, would be reassured at the class of book which proved to be the most in demand among the soldiers. It was discovered at an early stage of the war that the literature which proved most welcome to men in the army was not light fiction, but educational and technical matter of an instructive variety.

The Khaki College had really been organized with the idea of encouraging good reading among the troops, and had met with a pleasing success.

At present there were over four hundred public libraries in the province, and over five thousand school libraries. These figures were very creditable, representing, as they probably did, the highest number of libraries in proportion to population which exists in any state in the world. Ontario, however, must not rest on her laurels; it would be necessary to expand her library system still further.

Dr. Cody explained the chief provisions of the new Public Libraries Act, which would extend the power of both urban and rural municipalities to raise the tax levy for public libraries by a vote of their municipal councils.

"The public library of to-day," he said "is no longer regarded as a storehouse where the enthusiast may get the books he wants. It is an aggressive missionary organization which goes out after the people and uses advertising bulletins and every other fair means in its power to induce them to avail themselves of its resources."

In keeping with the fostering of national sentiment, E. S. Carswell, assistant librarian of the Toronto Public Library, made a special appeal for greater prominence for Canadian periodicals on the tables of the public libraries of Ontario.

A Talk on the History of the Union Jack

Definition of a Flag—The Beginning and Development of the Union Jack—The Cross of St. George—The Cross of St. Andrew —The Cross of St. Patrick

By "SEA-CAPTAIN."

THE subject of this article will be the "Union Jack," not flags in general.

Now, first of all, what is a flag? Let us say that it is something made to display or fly, so that it can be seen; and we have flags made of silk and bunting. For Royalty, silk is used often, and bunting generally. Of course some cheap flags are made out of linen, and such like. Bunting is the best as it stands the strain and is most desirable in many ways.

Our "Union Jack"

From the earliest records we read of such national emblems as banners and ensigns, and all through the Bible we have an ever-recurring allusion to them.

In the early centuries when the Church and not the State was supreme, we find the Cross a prominent figure and recognized as the highest symbol of dignity and honor.

The Red Cross of St. George of Cappadocia — the redresser of wrongs, the protector of women, the model of Christian chivalry—is still the visible sign to us all that his glorious name would suggest wherever floats the British Flag.

The St. George Flag alone is made up of only two colors—white and red. Until the year 1606 the Red Cross was the flag of England, and its subsequent position on the Union Jack indicates the predominant share the English nation bore in creation of the Union, and the powerful position it now holds in its Councils.

Some of you have read of the Spanish Armada, and it was under this flag England defeated Spain, and became proud mistress of the sea.

Her Union Jack, which now floats over more than four hundred million people, comes to us as the record of the growth of a great Christian nation, and traces through centuries of adventure and progress, the gradual development by the British people of constitutional government over a world-wide empire.

Three years after the union of the two Kingdoms, i.e. in 1606, a new ensign was used by order of James I, in which the Cross of St. George was blended with the diagonal cross on a blue ground, of St. Andrew, patron saint of Scotland.

As first in the Union Jack it occupied the place of honor in the upper quartering nearest the staff, these two crosses combined, forming what is known as the first "Union Jack."

With the Union of Ireland and Great Britain on January 1st, 1801, came the final addition to our national flag. This was accomplished by blending with the former designs, the red diagonal cross upon a white ground, generally known as the cross of St. Patrick, and thus forming the meteor flag of England. In its invincible red, white, and blue, we learn how these sister nations are united by courage to build their realm on the sure foundation of purity and truth.

As Canadians, and citizens of no mean country, in the Greater Britain, we share in the glorious achievements of the Union Jack. We are of a race that never counted the number of its friends, nor the number of its foes, when freedom, loyalty, or God was concerned. This is our flag, symbolizing the highest thoughts that have descended from heaven to earth. Ours, too, is the King whose virtues transmute the sacred principles of loyalty into a personal affection. Ours, too, be the daily prayer: "God bless our Church, Our King and Empire, and keep us loyal."

Such is a brief history of our Union Jack. Now let me touch on a few pointers re the combination.

"St. George"

The patron saint of England—St. George for Merry England. Wherever ships have sailed, there the Red Cross of St. George has been carried by the sailor-nation who chose him as their hero. This knight was born, the son of noble Christian parents, in the Kingdom of Cappadocia, and was beheaded for his faith, on the 23rd of April A.D. 361. His memory has always been greatly revered in the East, particularly by the Greek Church.

The form of his cross is that known as the Greek cross, the four arms being at right angles to each other, in this case as a red cross on a white ground.

England is, however, the only nation which has adopted the Red Cross of St. George as its special national ensign.

St. George, the redresser of wrongs, the protector of women, the model of Christian bravery, and a saint of England, was not a sailor, but it was after and in memory of their sailors' victory near the scene of his exploits that the seafaring nation adopted him as their patron saint. It was under this St. George's Cross that Richard the Lion-Hearted, after proving their seamanship in victory, showed the mettle of his English Crusaders in the battles of the Holy Land, and led them to within sight of Jerusalem.

Ye mariners of England,
That guard our native seas,
Whose flag has braved a thousand years,
The battle and the breeze.

"St. Andrew"

The patron saint of Scotland. Tradition runs that the saint, considering himself unworthy to be crucified on a cross of the same shape as that on which his Saviour had suffered, had, by his own choice, been crucified with legs and arms extended upon a cross of X shape, and therefore it has been accepted as the emblem of his martyrdom. How St. Andrew came to be adopted as the patron saint of Scotland there are varied ideas and opinions. Some say that in the early centuries some relics of the apostle St. Andrew were being brought to Scotland and although the vessel carrying them was wrecked, the sacred bones were brought safe to shore at the port in the County of Fife, still called St. Andrews. St. Andrew is also venerated by the Russians as a national saint, they believing that it was through the apostle St. Andrew that the gospel of Christianity had been brought to their people. Russia's highest order of Knighthood (created in 1698) was the Order of St. Andrew, and the national flag of Russia, borne by all their people, and on their navy, was the St. Andrew's cross. It was also displayed in the Russian navy at the mast-head, as indicating the rank of admiral.

"St. Patrick"

The banner of St. Patrick is a white flag having on it a cross the same shape as St. Andrew's cross, but red in color. St. Patrick was the Christian apostle of the Irish and thus became their traditional patron saint. The history of his life is that he was born in Scotland, at Kilpatrick, near Dumbarton on the Clyde, and being taken prisoner by pirates when a child, was carried into Ireland and sold there as a serf. Having learned the language, he escaped to the continent and afterwards became a Christian, and having been ordained to service in the Church returned to Ireland for the purpose of converting the people.

From such in brief have we a lesson of the crosses placed together in the one flag of 1801. That it is a beautiful flag with its three crosses, its white borders and eight blue triangles, tells a story of our present Empire, and clearly does the position of the crosses teach us the lesson how the three sister nations, supporting each other, are all united in COURAGE to build our realm on the sure foundation of PURITY and TRUTH. Such a flag becomes an inspiration, not only to our hearts, but to the mind, and men may well be willing to risk all even their lives, for its honor. Such a flag is the Union Jack of our Canada. And now I cannot end my remarks in better words than those written by my true kind friend, Barlow Cumberland, who wrote a history of our Union Jack—"What I have said is the story in a very brief form of the meaning of our UNION JACK"—the emblem of combined constitutional government, the proclaimer of British liberty, the Union sign of British rule.

Simple Book-keeping for Merchants

IS APPRECIATED
That the expert advice afforded by these articles by C. J. Morris is appreciated has been demonstrated by the correspondence the first article has brought from retail booksellers and stationers seeking light on other points of book-keeping.

How to Start a Ledger—Double Entry System Enables Perfect Check to Be Kept—Explanation of Entries From Journal Into Ledger

By C. J. MORRIS

(Third Article)

FOR a proper understanding of the explanations given in the present article the reader must have before him the ledger entries given in our April issue. Those entries represent a small but complete ledger. The period covered by it is only four days but the principle is the same as if it covered a full year.

The only account not yet explained is the final one headed Capital Account.

In order to keep our accounts correctly we must know exactly what our capital is and of what it consists. For the purposes of the present illustration we will assume that our total capital is $2.800, made up as follows: Fixtures, etc., $500; cash, $300; goods on hand, $2,000. Our cash is split up into two portions, $100 being cash in hand and $200 at the bank. These items we enter on the credit side of the Capital Account and corresponding amounts are entered as the balances on hand with which we start our business at the top of the debtor side of the Fixtures, Cash and Goods Accounts respectively. The Furniture and Fixtures Account was inadvertently omitted from our ledger last month and we therefore include it at foot of this column.

At closing time on January 4 our ledger stood with all the accounts open, no balances entered, and no totals shown. As we are now going to check our books we have closed all the accounts by entering in the various balances so as to make the totals on each side correspond, and by showing these totals.

These balances should at first be written in pencil only in case mistakes are discovered, which it will then be easy to rectify. Moreover before we can make up our final balance sheet we shall have one or two further entries to make in some of the accounts at the end of the ledger. These balances therefore as at present shown are only interim balances for the purpose of taking out a trial balance which we will now proceed to do.

As explained in the previous article every transaction we have had has been entered twice, once on the debit and once on the credit side. If therefore all our entries have been correctly made the total of the debit balances will agree with the total of the credit balances. It will be seen that the page number in the ledger is given at the top of each account. It will, therefore, facilitate matters if we refer to each account by the page number.

Firstly, we take the debit balances which are as follows:

Page	201	$37 10
"	202	20 65
"	203	24 00
"	204	22 30
"	306	1 59
"	308	2800 00
	Total	$2905 64

On the credit side we have

Page	1	$ 3 85
"	2	7 50
"	3	2 40
"	4	4 30
"	5	5 70
"	6	1 30
"	7	9 38
"	8	3 59
"	9	17 63
"	301	242 83
"	302	236 47
"	304	1825 14
"	305	25 00
"	307	20 55
"	309	500 00
	Total	$2905 64

Here we see that the total balances on each side agree and we are therefore satisfied that all our entries have been correctly made and that any calculations as to profit, etc., based upon these accounts as they here stand will be correct.

The novice at bookkeeping must not expect, however, that his totals will always balance like this at the first attempt. On the contrary the probabilities are that he will have to go over every entry and tick it off, checking it with the journal and then with its corresponding entry on the opposite side of the ledger before his totals will agree. One frequent source of error is the omission to make two entries for each transaction. For instance, goods sold will be debited to the customer, but the corresponding entry in the Goods Account is forgotten. To guard against this as far as possible it is advisable to rule a column on the left hand side of each of the two cash columns in the ledger, and in this column to enter the page of the corresponding entry. For example: Just to the left of the $5.55, first entry Dr. side of page 1 we should enter the page No. 304, and by the side of item No. 12 Cr. side of page 304 we should enter page No. 1. The entry of these page numbers will provide a check that corresponding entries have been made. But even then an error is not impossible. The merchant knowing the page number of the Goods or Cash Account enters it up in the Customer's Account and then may be interrupted and the other entry is omitted. Mistakes of this kind are sure to occur and it is therefore well worth while, before attempting to draw up a trial balance, to go through the ledger and check every entry.

Having thus verified our accounts we will now proceed to find out how much is owing to us from our various customers. This we do by totalling the various balances from pages 1 to 200. Should a debit balance appear on any of these pages as would be the case if a customer had paid us a sum of money and had not yet had the goods to the full amount, that balance would not be included but would be deducted from the total of the credit balances. It will be seen that the total credit balances of pages 1 to 9 amount to $55.65, and this is therefore the amount due to us from our customers. Similarly the total of the debit balances from pages 201 to 204 is $104.05, which is the amount due from us to our wholesalers.

To facilitate finding the various accounts it will be necessary to make an index to the ledger, for which purpose a few pages at the back of the book may be used. The probabilities are, however, that a proper ledger will have such pages allotted for the index.

A correspondent writes asking how he should deal with a typewriter he has purchased also with some weighing scales. These are not Sundry Trade Expenses but must be regarded as additions to capital. They would therefore be entered on the left hand side of the Furniture and Fixtures Account and on the right hand side of the Cash Account.

Another asks where he is to enter some goods which have become a total loss through being spoiled. These should be entered on the right hand side of the Goods Account as "By Profit and Loss," and again on the Dr. side of the Profit and Loss Account as "To Goods (damaged)."

In the next article we shall show how to draw up a Profit and Loss Account which will tell us exactly what profit we have made on the transactions thus far recorded.

(To be continued)

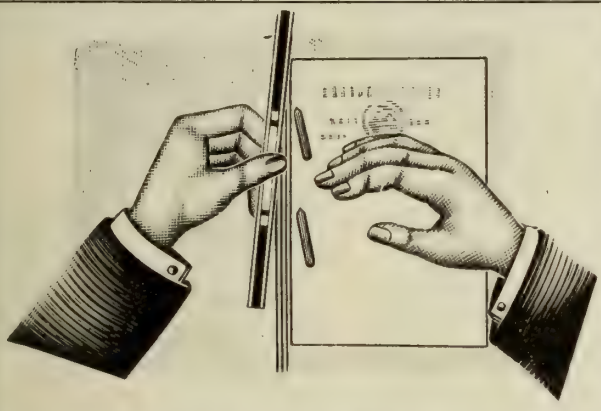
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Dr.	FURNITURE AND FIXTURES ACCOUNT	Cr.
Jan. 1. To fixtures, etc., $500		Jan. 4 By balance, $500

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· RUBBER ERASERS ·

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WELDON ROBERTS RUBBER Co. NEWARK, N.J. U.S.A.



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"FALINGE" and "KISMET" } FILES

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B-1 —Special—8 semi-moist pans, 6 standard colors with white and black.
A-13—4 semi-moist pans, carmine, blue and 2 pans of gamboge.
A-14—4 semi-moist pans, carmine, blue, gamboge, black.
A-8 —4 dry cakes, carmine, blue, and 2 pans of gamboge.
A-9 —4 dry cakes, carmine, blue, gamboge, black.

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FOR SALE BY THE LEADING JOBBERS IN PAPER

The Retailer's Field and Its Business Possibilities

By JOHN C. KIRKWOOD

THE retailer's local community, as shown by the accompanying diagram, may be confined to the area of the inner circle, designated "0," or it may overflow into the surrounding territory designated "1," "2," "3" and so on.

In the diagram, "0" represents a territory two miles in diameter, containing 3.14 square miles, or 2,010 acres. A town occupying this area may have a population of from 3,000 to 5,000, or from 600 to 1,000 families—say, on an average, 750 families.

The belts of territory surrounding "0" have a breadth of one mile. In the case of cities, their area will take in one or more of these belts. The acreage area of each belt is indicated in the accompanying table. Allowing 4 to 5 families per acre, on an average, the approximate urban population of each belt in the city area can be computed. In the table following a town of 750 families is assumed, all contained within the circle designated "0." The rural territory begins with belt No. 1, and extends, in the diagram, to a distance of 21 miles out from the retailer's store.

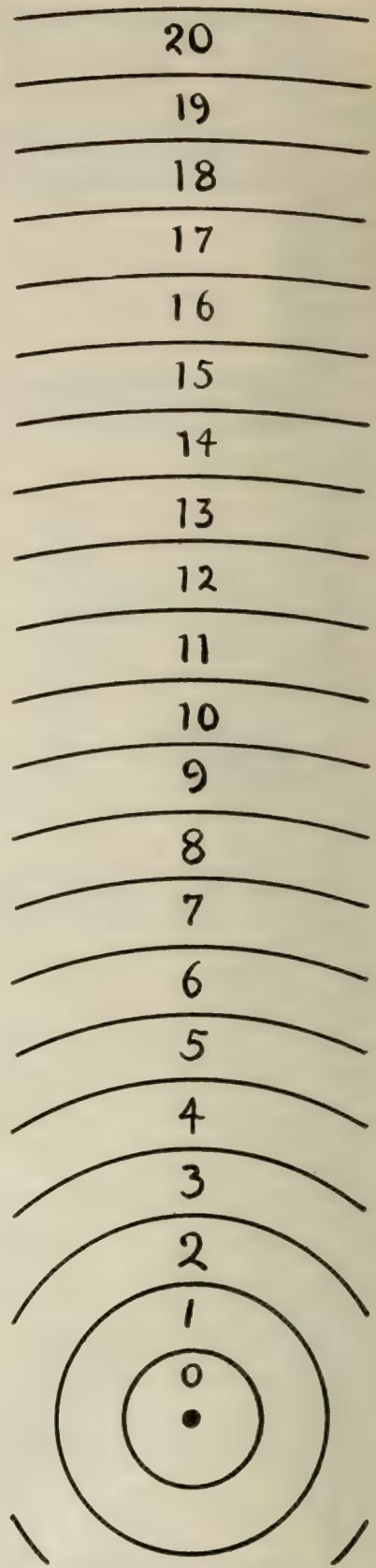
The retailer's field, before serious competition from other neighboring towns or cities is encountered, will almost certainly take in Belts Nos. 1, 2, 3, 4 and 5, and may take in a number more. Each retailer will know just how many of these mile-wide belts he can fairly count as his own field.

The table following will suggest to each retailer the approximate number of families residing in his field; and suggests the amount of their probable annual consumption of the particular class or classes of merchandise sold by the retailer. It is for the retailer himself to ascertain just how many of the families in his field he is serving regularly, and how close he comes to doing all the business which his field is able to yield him.

Belt or area marked	Having a breadth of one mile, contains: sq. miles		acres	And has a population, on the basis of 1 family to each 100 acres: families	Total No. of families in whole territory:	The retailer's annual business with these families on the basis of annual sales as under can be: $50 a year	$100 a year	$200 a year
0*	3.14	=	2,010	750	750*	$ 37,500	$ 75,000	$ 150,000
1	9.42	=	6,031	60	810	40,500	81,000	162,000
2	15.71	=	10,052	100	910	45,500	91,000	182,000
3	22.00	=	14,073	140	1,050	52,500	105,000	210,000
4	28.08	=	18,094	181	1,231	61,550	123,100	246,200
5	34.56	=	22,115	221	1,452	72,600	145,200	290,400
6	40.83	=	26,136	261	1,713	85,650	171,300	342,600
7	47.13	=	30,157	301	2,014	100,700	201,400	402,800
8	53.41	=	34,178	341	2,355	117,750	235,500	471,000
9	59.69	=	38,199	382	2,737	136,850	273,700	547,400
10	65.98	=	42,220	422	3,115	155,750	311,500	623,000
11	72.76	=	46,241	462	3,621	181,050	362,100	724,200
12	78.54	=	50,262	502	4,123	206,150	412,300	824,600
13	84.82	=	54,283	543	4,666	233,300	466,600	933,200
14	91.10	=	58,304	583	5,249	262,450	524,900	1,049,800
15	97.38	=	62,325	623	5,872	293,600	587,200	1,174,400
16	103.66	=	66,346	663	6,535	326,750	653,500	1,307,000
17	109.94	=	70,367	703	7,238	361,900	723,800	1,447,600
18	116.22	=	74,388	744	7,982	399,100	798,200	1,596,400
19	122.50	=	78,409	784	8,766	438,300	876,600	1,753,200
20	128.78	=	82,430	824	9,590	479,500	959,000	1,918,000
Totals	1385.45	=	886,656	9,590				

*Local field, containing, by assumption, 750 families.

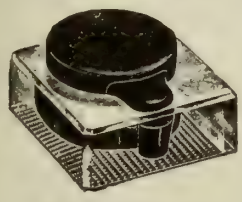
Note: The figures indicating the amount of business possible can, and should, be divided by the number of retailers competing for the business—2, if there be two retailers in the same general line of business; 3, if there be three, and so on. The point is that these figures indicate that there is a volume of possible business for each retailer much larger than he may now be having.



The significance of this diagram is interpreted in the reading matter accompanying. The centre of the inner circle, marked "0," represents the retailer's store, or the heart of the local business community. The circular strips or belts, marked 1, 2, 3 and so on, represent mile-wide areas surrounding the local business community. The area of each of these belts, expressed in square miles and acres, is given in the table accompanying, as is also the probable population by families. The amount of business which the retailer's field should yield is likewise indicated.

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A safe, convenient and durable basket in which to deposit and burn waste paper and rubbish has been placed on the market by the Massillon Wire Basket Co., Massillon, Ohio. It is made of heavy No. 11 galvanized wire, all points electric-welded, which will not melt apart or be affected by the heat in any way. Three or more of the same size can be nested for shipping, making a large saving in freight. These baskets are especially well adapted for use in parks and cemeteries.

NEW DESK TRAY

Fitting handily into the broad drawer beneath the bed of the desk, or on top, is a new steel tray divided in either four or five compartments. These trays are finished in gun metal, adjustable as to length. The compartments are curved or scooped, and the uses of this article will readily suggest themselves. It will be made and marketed by the Canton Art Metal Co., Canton, Ohio, and its sale will be restricted to stationers and office appliance dealers.

BILL OF FARE RACK

A cafeteria "bill of fare rack" is being marketed by the Tablet & Ticket Co., sole manufacturers, at 624 West Adams Street, Chicago. This rack is made to hang above serving tables of lunch counters in restaurants, and is six inches wide by six feet long. The price of the rack, per running foot, is fifty cents, and it is finished either in mahogany or oak.

The company also offers a ladder rack for restaurants, fifteen by forty-two inches, and containing fifteen spaces with a heading. Black strips of cardboard are furnished together with an assortmnt of letters and figures, gummed on the back, in various sizes.

The letters and figures are easily attachable to the cardboard stripes. In addition to this, the same concern makes a metal changeable restaurant board, of steel finished in white enamel, with a brass chain for hanging.

NEW APPOINTMENT CLOCK

A new article which is being sold by H. K. Brewer & Co., is the new Wizard Appointment Clock, which is proving a very good seller. The clock can be set for any number of minutes or hours ahead, and rings either soft or loud at the time set, so that the busy office man is reminded of his important engagement.

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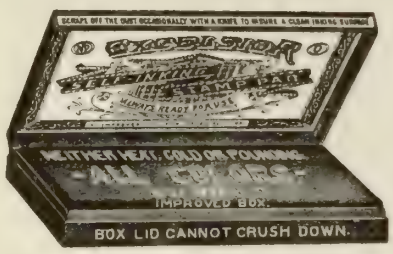
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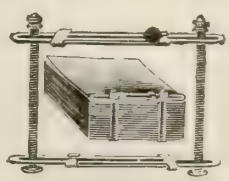


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"I have little patience with the retailer who thinks he is sometimes too busy to read his trade paper," says Frank Stockdale in writing on the value of trade papers in associated advertising. Continuing, he says, "Still, there are a great many who allow other things to interfere with this reading and the doing of other things which have a tendency to make them broader as well as better informed. I have met some merchants who study the advertising and editorial pages of trade papers for advertising ideas to apply to their own business. That is one of the great things that the trade paper does for the man who knows how to get the most out of it."

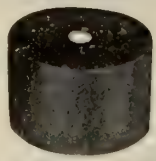
LISTS RECEIVED

"Vertical Filing Down to Date" is the title of a new publication just issued by Yawman & Erbe Manufacturing Co., completely revised and presenting the latest ideas in filing methods.

The booklet is divided into four parts: (1) Methods of vertical filing; (2) guides for vertical filing; (3) folders for vertical filing, and (4) cabinets for vertical filing. As each chapter is presented in concise but complete detail, the subject of vertical filing methods and equipment is covered very thoroughly.

From the Religious Tract Society comes an illustrated list of gift books and prizes, including books by such popular juvenile writers as Talbot Baines Reed, Mrs. G. de Horne Vaizey, Amy Le Feuvre, Rosa N. Carey, Gordon Stables, Mrs. O. F. Walton, Tom Bevan, E. Everett-Green, Richard Kerr, Hesba Stretton.

The National Blank Book Company, Holyoke, Mass., have just issued a complete illustrated catalogue of their entire bound blank book line, Catalogue No. 24. The same concern has also issued a new illustrated retail price list covering the entire National loose leaf line. This list contains complete information regarding all the items as well as revised prices on most of the lines. Special effort has been made to make these lists very helpful to the dealer in ordering and marking their stock, and prices are noted as retail prices and are subject to discount for net prices. The National line is constantly increasing in size and scope. Just recently many new forms have been added to the National loose leaf columnar book line.



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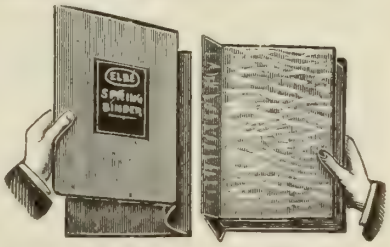
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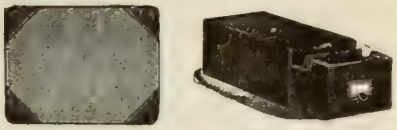
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This is merely a small item from THE POST of April 26th, but it goes to show that

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IN JUNE

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Other Important Features

Canadians will be glad to know that MACLEAN'S is to publish another series of Robert W. Service poems. The first instalment will appear in June MACLEAN'S.

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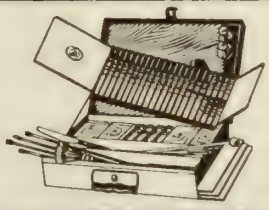
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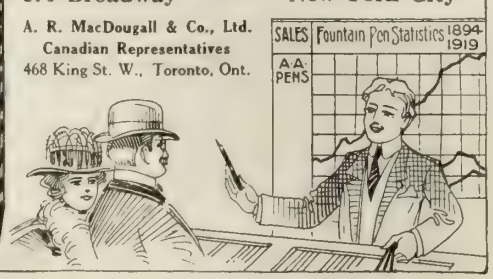
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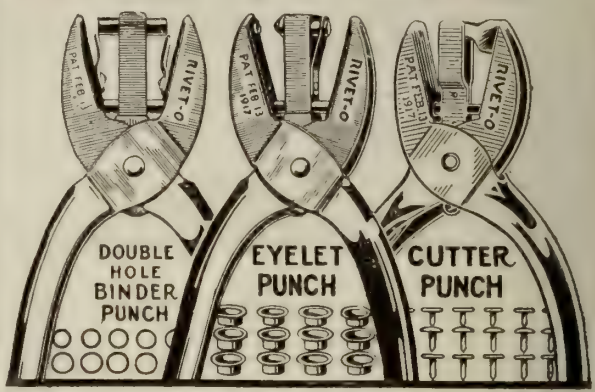
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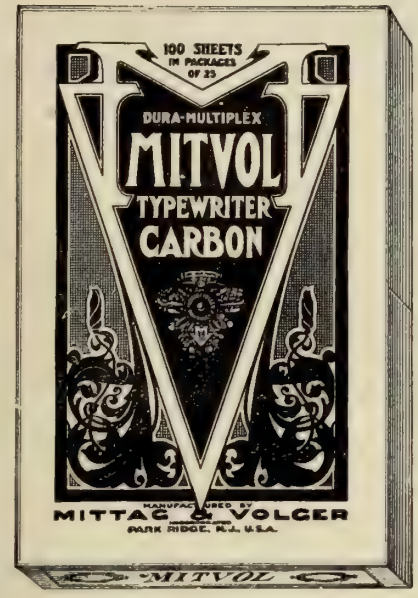
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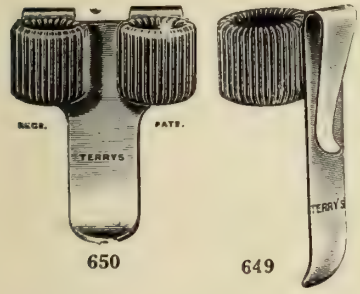
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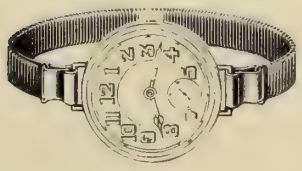
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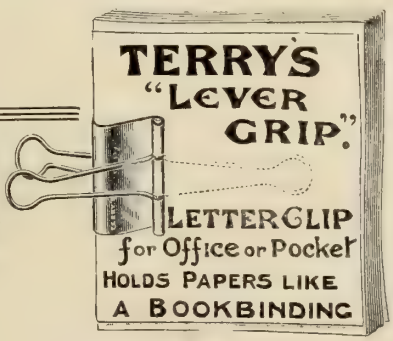
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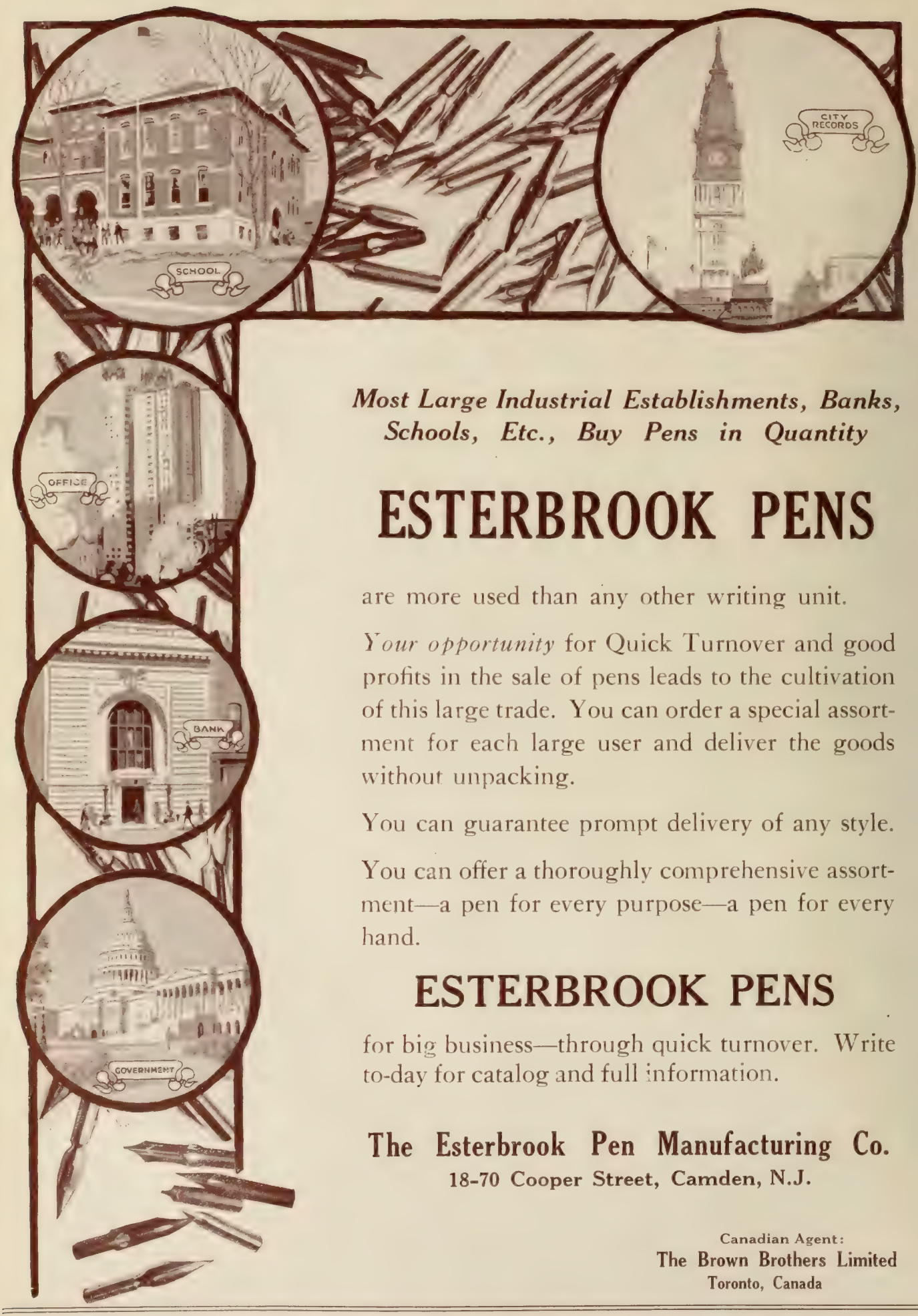
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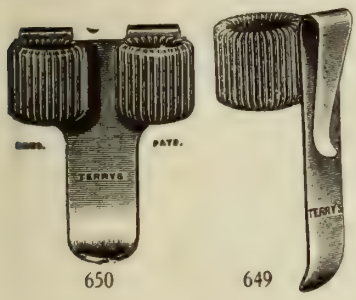
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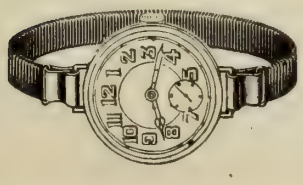
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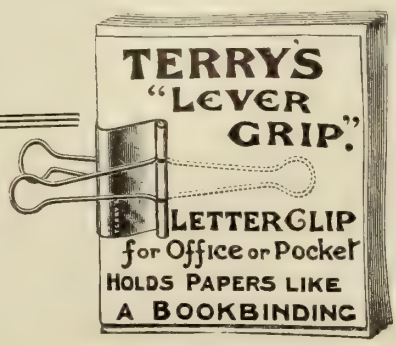
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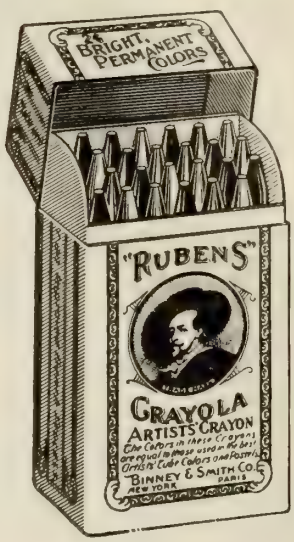


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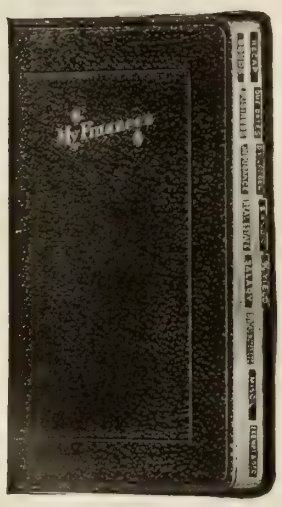
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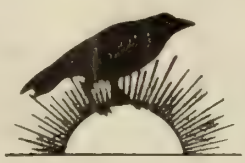
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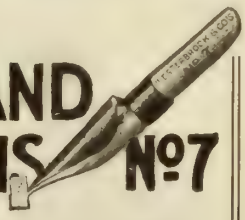
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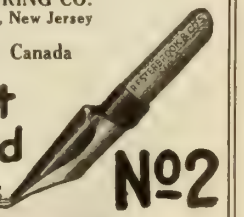
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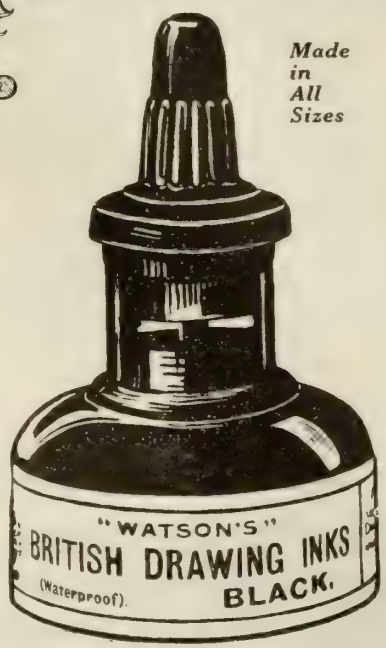
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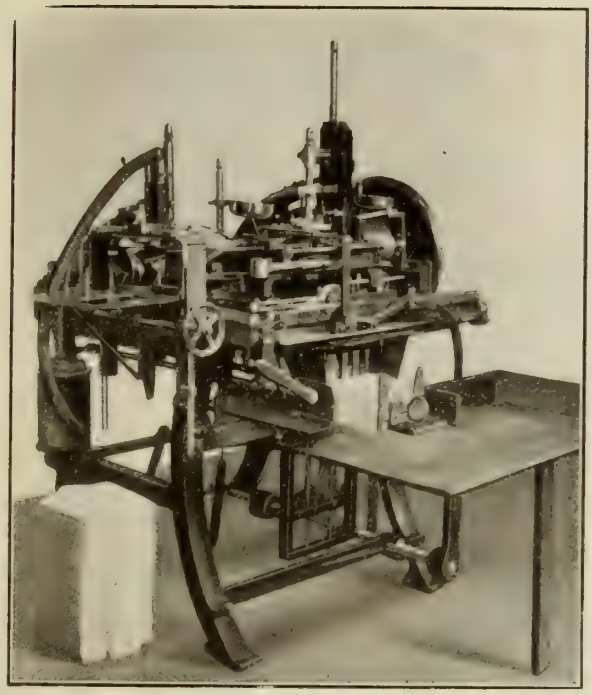
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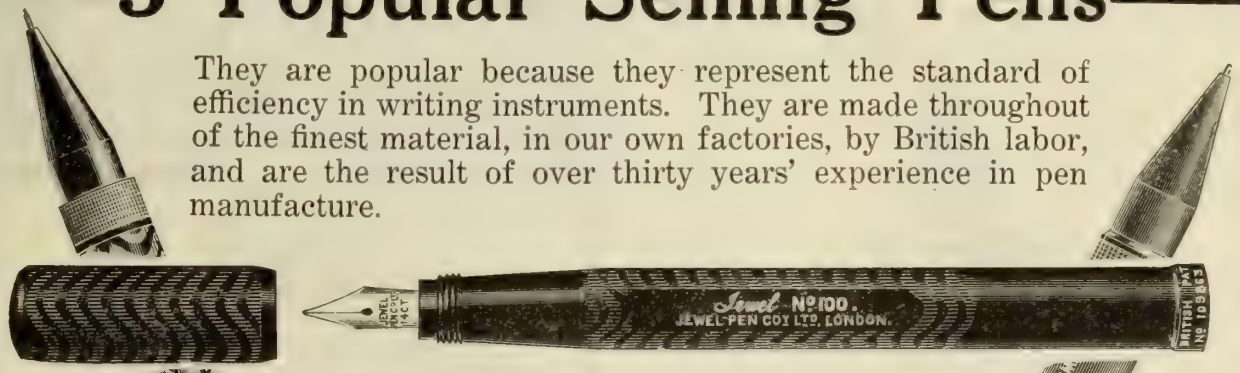
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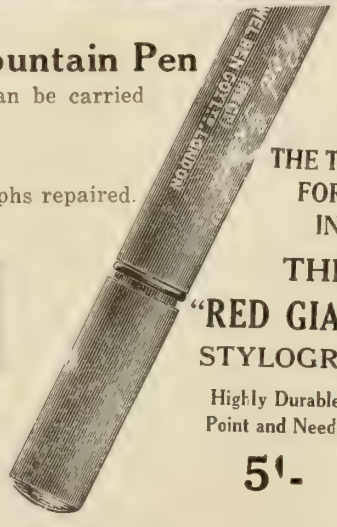
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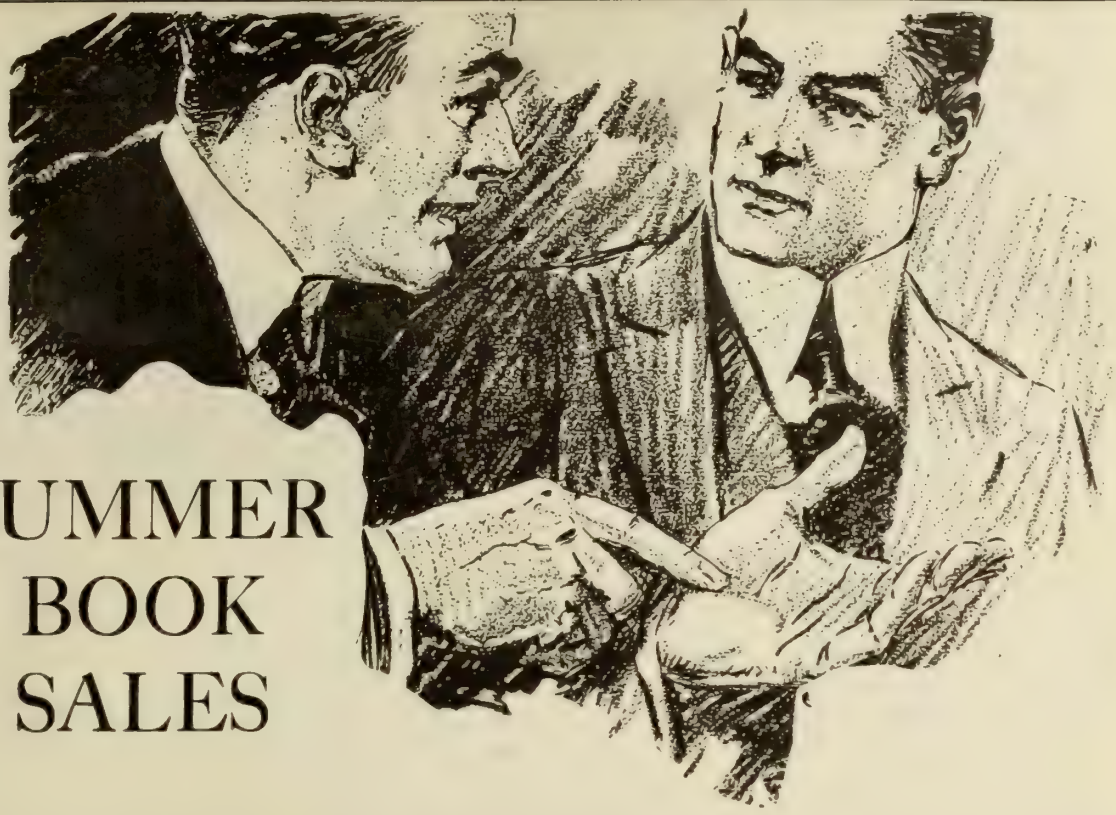
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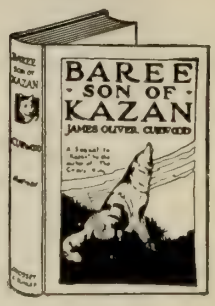
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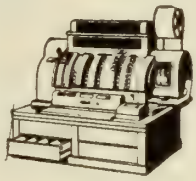
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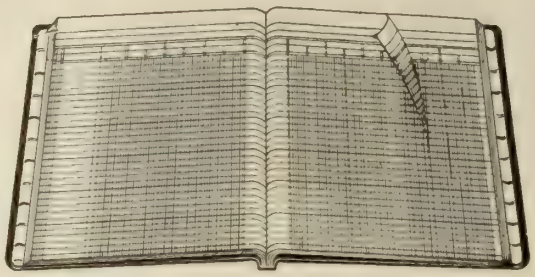
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CHILDREN'S GOODS

A Regular Monthly Section Featuring Toys, Dolls, Games, Toy Books, Story Books and Other Lines for the Children's Trade

THE special manner in which children's trade is being featured in this number, to be continued in succeeding issues, should have the effect of inducing the retailers to similarly single out for special attention, as a distinct branch of their business, all classes of children's goods that fit in harmoniously with the book and stationery business. This does not necessarily entail the placing of all children's merchandise in one part of the store, although, of course, if that could be done it would prove most beneficial to trade. However, even with the stock arrangement continuing as at present in these stores, there is no reason why children's goods should not receive special treatment in the way of window display and other methods of promoting business by publicity. Thus, for instance, a very good composite window might include children's books, toys, dolls, games, children's sporting goods and children's papeteries along with other items that will suggest themselves in the individual reader's mind.

This general idea is worthy of thoughtful attention that should ripen into action.

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Toy Books Story Books
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Children's Skis
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Novelties in Wooden Toys a Specialty

Dolls, Toys, Xmas Novelties and Where to Buy Them

Our display includes :

The exquisite Madame Hendron's Dolls which are a special feature. The remarkable life-like propensities and artistic daintiness of their dresses is a revelation.

The popular "Made in Canada" Dolls in new style dresses of dainty, pleasing patterns complete our doll display.

Most interesting is our toy display, which includes popular Educational Toys, Chemcraft, which is most instructive. New and interesting Games, Picture Books and Novelties are in large numbers.

Wheel Goods and Rocking Horses range in all sizes.

Toy buyers, come and see Toyland in all its glory, in our beautiful Sample Room.

Xmas catalogue issued Aug. 15th.

Wm. Croft & Sons, Limited

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No. 4 Set ERECTOR with Motor Retail Canada $7.50

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You can buy Toy Motors and Transformers for all sets.

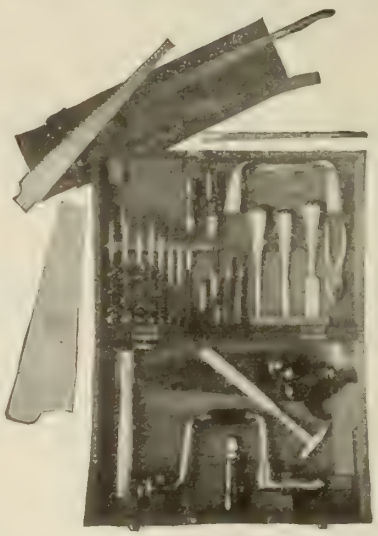
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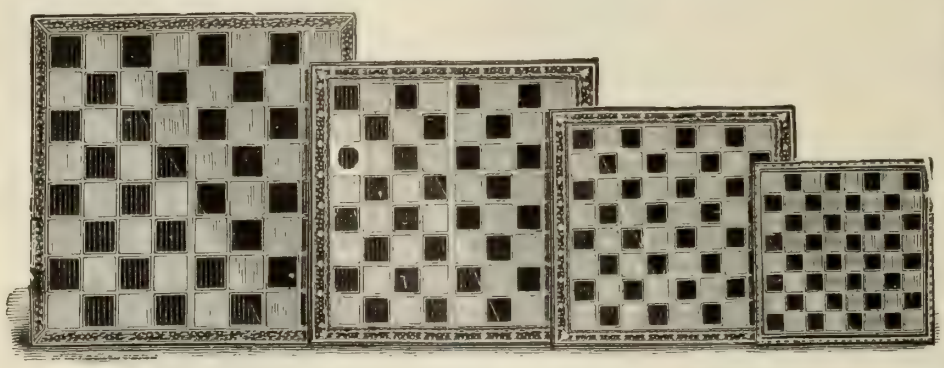
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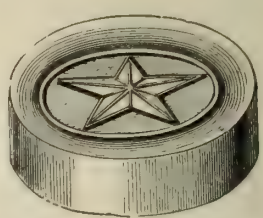


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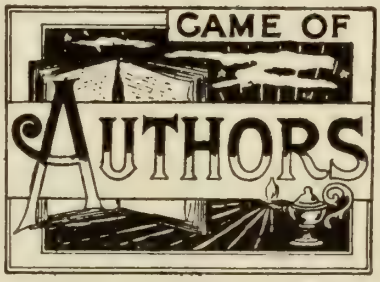
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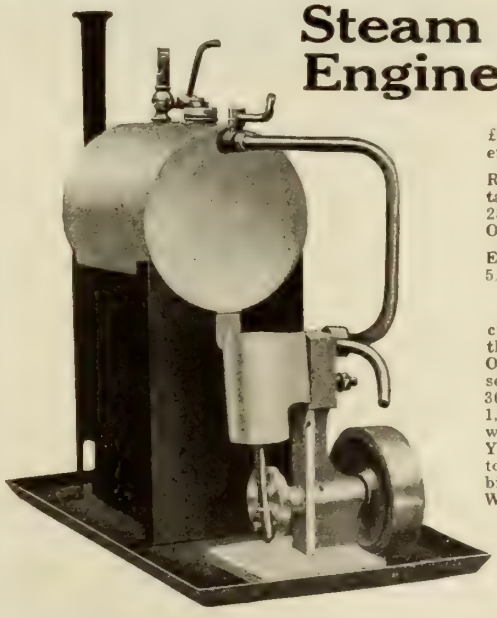
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£9 9 - per dozen nett.

Retail in Britain at 21/- to 25/- each. F.O.B.

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400 customers in three weeks. Output 7,500 sets by June 30th, and then 1,000 sets per week. Can YOU afford to neglect so big a seller? Why not try a dozen?

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THE improved Stewart Phonograph weighs less than 10 pounds and costs but $11.00. It is every person's key to year 'round pleasure.

The particulars regarding Stewart dealer's profit plan will be mighty interesting to you. Because of its superior tone quality, its matchless convenience and low price, you will easily see how attractive are the selling possibilities.

Send for this information at once. Let us tell you how perfectly it is made, the quality of the material used in it, its pure tonal volume, its adaptability to play all makes and sizes of disc records, and other exclusive features. Write to-day.



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384 PAPE AVENUE - - - TORONTO, CANADA

Better Toys Build Bigger Business

QUALITY.

A good motto for any store is "quality," and this account of the success of a big store where this is the watchword, will prove interesting and rich in suggestion for all retail merchants.

Permanence of Connection With Best and Biggest Buyers Depends Upon the Better Toys Sold—Mechanical Toys in Great Favor With Boys and Their "Dads"

TAKING the bull by the horns is a somewhat risky enterprise. Very often there is no other course, and particularly if the "taker" be the dealer, and the big idea simmering in his mind the "bull."

Henry Morgan and Company, Montreal, have established an enviable business in many, if not in all the departments of their very extensive retail business. Their policy and plan has, in many ways, been most unique, and to the application of these principles, and because of close adherence to them they have followed a course which has apparently made the success attained possible.

The toy department has been no exception to the established custom of the store that only merchandise of known merit find its way to their shelves. Doubtless it took courage to follow this ideal, particularly with respect to toys, which, so often, are thought to be of the less important class not requiring great care in selection. Not only this, but in a large metropolitan centre such as Montreal, there would be a natural temptation to follow the trend of policy adopted so often, and by so many, to buy and sell very cheap and inexpensive lines of these juvenile delight makers.

What Quality Did

In an interview with the department manager, Mr. Osgoode, BOOKSELLER AND STATIONER was impressed with the splendid principles determining the buying of these goods. A single reference will illustrate the trend of the conversation, and in it, the dominating note influencing the buyer in his selection of new lines.

"The ——— Company are getting out a very excellent toy of the better sort that is going to be a big seller, I am sure," said Mr. Osgoode. "It is very strongly made, and it carried my own weight very readily, though it is only made for young boys or girls."

This was really not a toy in the usual sense, but one of those instructive small vehicles which the boy can assemble himself. The construction of it was such, however, that every part contributed to strengthening the whole article when it was assembled, there being no weak links.

Mr. Osgoode, asked as to the probable retail price of this new device, said that it would sell for $10 and $15 according to the design and size. This goes to prove, conclusively, what this article set out to establish, that it is within the power of the dealer to educate his trade "up to" the better goods, even in selecting toys.

The same idea governs the purchase of the thousand and one toys that are secured for the large trade of this store, and which is ever increasing. In doing this it has been necessary to take the bull by the horns and put in large, well-assorted stocks, calling for big outlay. But, since it is becoming increasingly plainer every day that the retail merchant is one of the greatest modelers of the public's buying, he will doubtless be doing his friends a lasting kindness by educating them into the purchase of toys worth while.

Mechanical Toys

The retail toy trade of this country was at somewhat of a loss to know how and when the many lines of mechanical toys so readily available prior to the war from Germany would be procurable elsewhere. There was, it might be said, a period of considerable uncertainty. This came from the fact that, in view of the low production costs in that country, few here had made serious effort, in a nation-wide sense, to cultivate a trade on this continent for the better mechanical toys. This does not deny that effort was made, and effort which was commendable.

If the war was a blessing therefore to any industry, it surely brought blessing and relief to the toy maker who was making an honest effort to place his industry upon a national basis. It is safe to safe that he has succeeded, and will be still more successful.

"The mechanical toys of makers in this country are quite reliable," said Mr. Osgoode. "We have had satisfaction with them, and this will apply as well to some that come from the United States. The construction is good, and the prices are becoming better all the time."

"The boy usually knows whether he wants a certain mechanical toy or not," continued Mr. Osgoode. "He will not have some of the toys that his father and mother select for him. He really is a discriminating buyer for these things, and knows what he wants better than the older folk, who would sometimes like to buy for him."

Some Big Sellers

One of the biggest sellers from the Morgan stock is that of electrical trains, for which there is a better demand all the time. "We have two customers," Mr. Osgoode continued, "who come in often to add something to electrical train outfit. One of these men is a mechanical engineer with one of the big national railroads. He bought an outfit for his boy and has become quite as interested as his son in studying it. He has this set up in his cellar, and, with a long track built around the cellar, it forms a great deal of interest to both the father and his lad."

Another customer was an adult with a mechanical turn of mind, who was interested in the new additions from time to time to this reliable type of mechanical toys. It illustrates the possibilities there are in appealing to the "old men," and, it is safe to wager that, if the boy be sufficiently interested he will bring dad along to see the array.

Mechanical submarines and miniature tanks have been active sellers. Some of those made by the manufacturers in Canada and the United States have stood up well, Mr. Osgoode stated, and the manner of placing the winding apparatus on these in a convenient place, and the adoption of the automobile cranking idea in winding, was very strong argument in selling to the boy. This, itself, has made many sales.

Of course the constructive line of toys is a big seller. The better sets of these are in real favor, and the cheap sets are being discontinued.

Selling Through Display

It was pointed out that a considerable trade was maintained for toys throughout the year. There are the big holiday seasons of course when there is no dearth of demand and when the extra selling staff is required by most stores, but it is the all-the-year-round trade that the live retailer so gladly welcomes.

If there is one contributory feature of a most advantageous nature, and which makes possible at all times a satisfactory sale of these goods, it is the big displays of toys, dolls, doll accessories, etc., made by the Morgan Company. There are many silent salesmen. In these are arranged in great profusion many toys, games, dolls, doll dresses, etc. They are pretty sure to suggest sales, arranged as they are, and these displays are continued the year round. Can there be anything more sensible if toys are to be sold right through the season than that of excellent display? What a contrast to reboxing the goods and placing them in the attic, there to be left until the next selling season, and eating up profits in the meantime. Even better to reduce the stock after the holidays are over at a sacrifice than to carry them over.

Displays are also made in the store windows. One of these, run last fall, was very realistic. It was made in two of the large windows on Union Avenue and could not fail to arrest attention, particularly that of the boys and the men, for it was a moving display evolved at considerable expense, and one that took time to produce.

Through an ingenious arrangement, a scene of the passing of big lake boats at Sault Ste. Marie was developed. The Canal locks were painted on a back-

ground of beaver board or light material, and the artistic picturing of the town in the background, the elevators of huge proportions in the foreground, with big grain boats receiving their cargoes of golden grain from miniature delivery spouts, the azure sky, and many other little effects, made a realistic picture that compelled one to stop, look, and admire. It was very impressive—and must have been resultful. It would help to develop the thought that the Morgan store could cater to any demand, for incidentally, this moving display was conceived, arranged and evolved in the Morgan factories, an adjunct of the business.

SHOWING DOLLS

Doll sales are exceedingly large in the holiday season, but these are naturally slower sellers in the summer time. The girlies are then outdoors, and while it is a timely season for the sale of doll carriages, it usually requires a serious accident to "Her majesty the doll," to induce a new purchase by the parent.

Notwithstanding this off-season, a most attractive display of the better dolls is maintained in wall cases. Dolly clothes are also displayed in another. This feature alone is a good one for it is apparent that sales are the more likely when the actual goods are on display and always attractively shown. It gives the possible customer an added impetus to make the purchase.

Mr. Osgoode stated that the quality of dolls made in Canada was improving greatly. Not only so, the facial expressions were becoming more natural, and in the matter of price and considering the quality there was little to complain of. He believed that this industry would be a successful one in this country.

Jnvenile Books

A remarkably good sale is obtained for juvenile books. These are for the most part of the better qualities. The large bound books selling at around $1 to $1.50 per volume are popular. Animal stories are in specially large demand now, and the price range of the most popular sellers is from 25c each to $1.50. Many of the lines sold are Canadian made, and these, where possible, are extensively bought for the store's Montreal trade.

In the book department, which is in charge of Mr. Millen, extensive display is again responsible for much of the selling. Tables and extended shelving are used, and special racks in the main part of the store serve to accommodate a huge stock. A large staff is maintained to serve the trade.

Words on Buying

In their buying policy the Morgan Company is never scared by the price of a given line. It must be good or it will not be stocked, but it must also possess real value at the price put on it by the maker. Mr. Osgoode believes that, in some instances, the manufacturer takes too much comfort in the fact that he can get behind the tariff wall and there be safe to mark his price up to any figure, so long as this is favorable or probably a little more so than that of a competing line subject to duty. He believes that it would be quite possible in many instances for the manufacturer to sell at a much lower price and still make money—a real, remunerative profit, but to take refuge behind the tariff and to make the trade pay through the nose for his line is something he believes will only serve to act as a boomerang to those who practise it. The buyer may not always express himself in so many words, but, when he ascertains that he has been paying too much for his whistle he will be a hard or careful buyer next time.

There is food for reflection in this contention, and it is not the first instance which has been related to BOOKSELLER AND STATIONER of this nature. It may not be justified in a majority of cases, but in a wide survey of general retailing the writer has found the average retail dealer to be favorably inclined to goods made at home, price and quality taken into due consideration.

MORGAN MAXIMS

Keep toys displayed the year round.

Be careful of the qualities bought.

Never argue unduly with customer, if at all.

Maintain reputation for best merchandise and fair treatment. Guard these jealously.

Pay special attention to the boy. He is a discriminating buyer.

Make adjustments with buyer readily. It always pays in the long run.

NOVEL NEW TOYS

Among the novelties in recent toy production a notable one is "Jip the Jumper," a bulldog with plenty of action and surprise to make it a ready seller. This "purp" is made on wood and metal and is attached to a hollow box. There is a coin slot, and by dropping in a coin on pushing a lever the dog jumps forward in the air and barks. The box acts as a sounding horn, making the bark loud and realistic.

An amusing novelty for talking machines is Ragtime Rastus, the Boxing Darkies and similar dancing figures that dance when the talking machine is running. The dancing begins immediately the disc records are put into motion, and this affords great amusement for chilmost effective window attraction.

A toy aeroplane that will fly a mile is something out of the ordinary, yet this is said to have been accomplished with some of the models made by the Lawrence Airplane Model and Supply Company, of Chicago. Such long flights are not guaranteed, but the Lawrence Company do guarantee for several of the types flights of 500 and 1,000 feet, and one type is absolutely guaranteed to fly 2,000 feet. These planes are remarkably like the large machines whose appearance has become familiar to all of us through views of our air service abroad. The sizes range from twelve inches to six feet in length, and they are priced from 50 cents up.

CHRISTMAS TREE GOODS

In this toy trade number due attention must be paid to essentially Christmas lines because of the fact that the vast proportion of goods sold at Christmas time are bought months before the holiday trading season actually sets in. One line that is too often neglected by the retailer comprises such items as Christmas tree ornaments, tinsel garlands, candle-holders, artificial snow, and many other associated lines that go to make the Christmas-tide more enjoyable for the kiddies.

There are several big concerns in Britain and the U. S. that are largely, and a few of them exclusively, devoted to the production of such goods. In Canada, as yet, this industry has not got a foothold, so far as manufacturing is concerned. This fact should be sufficient to impress upon retailers the fact the there is far more business to be done in selling these goods if they will but give the line the attention it deserves. The way to start right is to give adequate attention to the buying of specialties. If the proper choice of lines is made and they are stocked in sufficient quantity to enable the dealer to make a genuinely influential display that will duly impress the public, making people realize that if a particular store specializes in these goods, the business is bound to come. The people want these goods at Christmas time and many of them, if they cannot get them in their own home town, will send to one of the mail order houses in the big cities for them. The local merchant should not play into the hands of the mail-order competitor by being short on stock that really should have a good prominent place in his stock in bidding for Christmas business.

A JACK BOARD

For playing an interesting game of jacks a jack-board is now available. It is the product of the Wilder Manufacturing Co., of St. Louis. It is a 12 in. by 12 in. board and the game is played by the use of jack-stones and a rubber ball.

A VICTORY GAME

A new board game called Victory, in appearance somewhat suggests the old familiar checker board, but on the board itself as well as on the men are designs representative of the different allied nations, chiefly flags. In addition to the "Victory" game itself there is a Victory Junior board and also distinctive types of regulation chess and checker boards, all the introduction of David M. Miller, New York.

Plans for Every Month Toy Trade

A FINE MONTREAL STORE

The accompanying description of the toy department of G. A. Holland & Sons Co. is full of information of suggestive value, not only for those who are contemplating an extension of their business to take in additional lines of toys, but also for those already dealing in all these goods.

How G. A. Holland & Son Co., of Montreal, Aim to Develop This Department—Interest Mothers by Stocking Wee Tot Clothing—Arranging Big Toy Section — Windows Play Important Role

"MAKE the doll and toy section an attractive one." This is the policy of the G. A. Holland & Son Co., St. Catherine Street West, Montreal, for it is attractive, and the plans that have found development here are doubtless responsible for a steady growth that is expected to secure an all-the-year-round toy business of considerable proportions.

Miss Clarke, under whose care the toy department is conducted, is naturally interested in the wee tots, and it is with a view to meeting their juvenile tastes and ideas that her plans are made. One might say that the discussion of this splendid toy section became an animated one, so interested in the development of her own business world is Miss Clarke, and when the Montreal editor of BOOKSELLER AND STATIONER called a few days ago, evidences were many that some one individual had been developing plans.

At the present time, plans are in course of being carried out, which will result in greater interest being taken by the residents of Montreal in a really high-class toy store. It has been felt that there is room for such a store, and among the several departments conducted under this one roof, none promises to become of greater interest than that of the toy section.

This Idea Should Win

"We are about to extend interest in our doll section and the little girls' section by putting in a line of clothing for these little folk," said Miss Clarke. "This will appeal to the mothers, we believe, and they can come here knowing that we have some of the best garments for their little ones that can be bought. We expect it will be of interest to them and of benefit to this department of the business."

The toy department occupies the second floor of the store, and there is a large space devoted to all lines. The space immediately toward the front, and where the light is best, is devoted to dolls of the better class, dollies' clothes, and to juvenile wear just referred to. For this purpose, neat, silent salesmen have been arranged, and in these the high-priced dolls, clothing, etc., are arranged. Some of the dolls are dressed in specially-designed clothing, made at the store for the particular doll fortunate enough to merit this special distinction. "We sold one doll at $35 a few days ago," said Miss Clarke, "and I expect that there will be a good demand for dolls such as these."

Using Some Helps

Miss Clarke has studied to make the department as inviting as possible. This is considered wise, and even necessary. To the end that the surroundings may be attractive to the child, and therefore to her parent, various little figures have been painted on the walls and on the large supporting beams of the ceiling. They are tinted nicely, and surely are one of the first things to greet the juvenile eye, trained, it may be, in the art of close observation.

In addition to this, figures have been sketched out and tinted. For this purpose, beaver board has been employed. It has the advantage of affording a big, unbroken surface, of being light, and of lending itself to delicate or high-colored tinting.

"I am very proud of my bunny rabbits," said Miss Clarke, pointing to an array of these above a ledge to the left. "The children are greatly tickled with these, too, and it is nice to work out the designs. I make them myself, usually in the evening, and there is always some new idea to develop. This little shopper," (pointing to a most excellent figure made as above, and showing a wee girlie carrying a special shopping bag over her arm) "made a winning idea for one of our displays."

Altogether the decorations in this department make a setting ideal and effective for the toys and dolls that make this their temporary abode. They are right to the point. The figures referred to are generally life size.

Constant Displays

Seldom does one pass the Holland store when there is not an array of the better toys in one of the display windows. These are splendidly-appointed windows and are tastefully arranged at frequent intervals. Considering the fact that a location in this part of a large city like Montreal commands either high rental or excessive investment, it is worthy of note that toys are given so much prominence. Usually, one might say, these toys are of the better class and therefore different. And this is what makes the difference, for there is a high-class section of the city adjacent to this part of St. Catherine Street, and its people are able and willing to pay for the better toys so long as they are assured of getting them. "It is the better trade that we aim to cultivate," said Miss Clarke, "and people are coming to know we carry a high-grade line of toys. It is our intention to cater to this trade more than ever.

Of course, what applies to the windows applies as well to the interior arrangements, and where displays are made very attractive. It is a principle which is ever kept before the management, and it is a policy which also pays in dollars and cents.

Expansion to be Made

One of the foremost ideas is that of making the department an active one at all seasons of the year. There are times, of course, when dolls are not in big demand, but these are sold extensively at birthday time. Mothers come to the store and bring the girlies in some cases, and at other times they come alone. That they may become purchasers, the best stock is carried, and sales are generally made without trouble when assortments afford wide selection broad enough to meet diverse tastes.

Expansion is now planned in that a large section of the second floor is being re-arranged to accommodate the larger toys. This will serve to prevent crowding in the departments.

Mechanical toys have been in big demand and are meeting with ready sales. This is particularly so with regard to boys' constructive sets. Beginning with one of the less expensive units the boy will come again later to make a purchase of another unit. Gradually he will have the complete larger set, these being available as he wants them in sections as described," related Miss Clarke. These toys are big sellers and are serving an excellent purpose in making the boys proficient in the matter of evolving constructive ideas of their own. One of the greatest educational features of the age, they are doing an important work that must make the coming generation a more mechanical one as far as the boys and young men are concerned. For there is instruction for the young men even as well as for the boy.

Through display, both in the store and in its windows, and also through the aid of newspaper publicity, the Holland Company is building upon a foundation that will doubtless mean success.

Among other active sellers are juvenile books, lithographed and illustrated bound books. The Mother Goose stories are very popular, and with the war over it is expected that assortments can be maintained from now forward without many shortages existing.

The "British Times," the organ of the British prisoners of war at Schneidemuhl camp in North Germany, published the following item:

A Scotsman had his leg shattered. The doctors were not sure if he would have to have it off when he was taken to the hospital, so did not tell him. When he came round they told him they had been obliged to take it off.

"You've taken my leg off! Where is it? Oh, where is it? For Heaven's sake someone find that leg; it's got 7s. 6d. in the stocking."

THIS is the season when novelties are coming out a-plenty for next Fall's retailing. A great many new toys which appeared at the exhibitions were described in last month's issue of BOOKSELLER & STATIONER, and many of these are already on the sample shelves of wholesalers. Lines are now pretty complete for taking orders for Christmas goods and there is quite a lively interest shown in what is offered.



BEAUTIFUL DOLLS!

A "dressed-up" doll and a "play-time" doll, each wearing a happy countenance which will be reflected in the face of some little girls about Christmas time this year. The flaxen hair and "unbreakable" bodies make a strong appeal.

In addition to the regular lines of toys there are many lines of fancy articles of kindred nature, such as Christmas tree decorations, party favors, souvenirs, notions and gift articles for grown-ups.

The lines of dolls shown at Toronto wholesalers are large and attractive. Each year sees a material improvement in finish, expression, construction, and even in clothing. The hair and eyes are markedly in advance of those rather primitive ones of about 1915, and wholesalers have no hesitancy in saying that some of the dolls to be had this year are decidedly preferable to those which used to come from Germany. There are lines, too, offered at prices almost as low as those of the German goods before the war.

An All-wood Doll

One line of dolls manufactured in Philadelphia is made entirely of wood, even the head. They are made with steel springs in the joints, eliminating the use of elastic and cord which, as a rule, wear out very soon. The parts are painted so that they can be washed. Some of the heads show the regular "doll face" and others have character faces of both boys and girls. Various coiffures of fine mohair are to be had in blonde and brown.

There is good demand for the life-size "baby" dolls which became so well-known last year.

"Splash me" is a doll of a specialized nature which has become familiar to many of the larger stores during the past few months. It is used frequently for special window and interior displays in stores, as well as for ornamental purposes in homes. In one of the big Toronto stores there was a May-day display in a case inside the circle counter showing kewpies ranged around a Maypole, each with a colored ribbon. They were standing on sand which was a suitable ground for the "Splash me" dolls to sit upon while watching the fun. These dolls may be had with "real" hair, or with bathing caps, as illustrated. Akin to these novelties is a still younger one called "Tiss me," with auburn hair, also illustrated; and most timely of all is the sad-eyed "Bone-dry" pup. These are all made in plaster suitably painted and clothed. Kewpies are still popular and are now made to retail at 15c.

Drop-leaf Table

In wooden toys there is a very attractive new "dining table" for the tiny little lady. It has drop leaves and may be folded away; it is also nicely varnished and finished. A handsome "baby grand" piano in Louis design is one of the high-class new offerings.

There are a great many lines of tin toys being made in the United States which were never attempted there before. They include tin stoves, stores, drums, dishes, trays, and a big variety of tiny toys such as whistles and squeaky toys similar to the characteristic little things with which Japan has familiarized us. There are very creditable miniature kitchen utensils including wash boilers and flour sifters.

Noisy toys for celebrations are numerous and have been proving quite popular. No doubt they will as long as there is any feeling of victory, triumph and peace in the air. Anniversaries will be multiplied because of the war and celebrations will go on for many a day.

Construction toys in both steel and wood are evidently here to stay and are winning more and more approval from parents and children each year. The English "knock-down" toys are ready sellers. A chair or table or dining set or other furniture is readily knocked down and put together again, and the price is only nominal. A chair, for instance, sells for 20 cents and it stands about 10 inches high.

Tin engines, weight scales, ships on wheels, guns, shooting galleries, rubber articles (a new one is a "Zeppelin") are all among the moderately-priced toys which lose none of their attractions from year to year, and gradually the prices are becoming easier.

THE ARK ON WHEELS

Noah's Arks are among the oldest if not the most ancient of toys, but even these old stand-bys of the toy trade have been introduced in models introducing new ideas of striking originality, and this serves to illustrate the greater amount of initiative that characterizes the toy makers on this side of the ocean as against the eternal sameness that marked the output of the Germans upon whom Canada used to depend to such a large extent for toys before the war. These new Arks are of more substantial construction than their Hun forerunners, and to show a contempt for tradition and the fact that the original Ark was built for the water, these new 1919 Arks are mounted on wheels so as to be more mobile than the sort which have been familiar to children through so many many generations. The same originality is carried out in the construction of the denizens of the Ark and so pleasing are they that even the venerable Noah himself would place his seal of approval upon them were he able to revisit the earth to inspect them. The architect of this new Ark is Frank Malton, who turns them out in various sizes and who produces also dolls' houses faithfully modelled upon human habitations.

CUT-OUT TOYS

A new idea in toys is provided by the Educatoy Co., of New York, in their series of cut-out toys made of heavy board mounted on an easel, reproducing "garden beauties," "birds we love," "jungle zoo," etc." These toys are designed to entertain and educate children. On the back of each there is a description of the subject, and the introduction of a unique lighting effect gives a lifelike appearance to the eight different subjects that comprise the set.

VICTORY HELMETS

The National Mfg. Co., Tippicanoe City, O., has put out series of celebration helmets made of heavy cardboard with rubber band chin straps, and with various slogans on red and white blue stripes. A popular one in the U. S. has the wording: "The Yanks Did It." But do you know, here in Canada there is an impression abroad, especially among a couple of hundred Canadian fighters just back from over there, that the French, the British, the Belgians and some others also had a share in "doing it."

TOY BALLOONS GREAT MONEY-MAKERS

Toy balloons are among the fastest selling lines of the day. Dealers can make a mighty good thing out of these specialties if they will but go about it the right way. To be satisfied with stocking simply a gross or two of penny balloons is not the right way. These balloons come in an infinite variety of shapes and sizes and at various prices. It is a line that lends itself readily to effective display of the unusual sort. Toy balloons bring repeat business and they are not restricted to any season but are in demand day by day, week after week, month in and month out, the whole year round. The making of toy balloons has come to be an important branch of the rubber business. In the U.S. there are factories where nothing else but toy balloons are made, and there are firms in Canada as well making these goods.

The retailer who has not begun to put real "pep" behind his efforts in pushing the sale of toy balloons and who is not prepared to get a good big share of repeat sales by carrying an adequate stock and giving due attention to the wisdom of always displaying a big variety of shapes and sizes, is missing a real opportunity for very materially increasing his business with a line that carries a greater measure of profit than most of the staple goods that go to make up his stock-in-trade.

To such dealers the writer would say: "Jump right into this toy balloon business to-day. Lose no time in ordering a good, well-assorted stock. Inflate a lot of them and show them in the store window. This can be done without marring the display of regular lines in the main portion of the window. The very nature of the balloons will attract great attention and you will find that the kiddies will simply stream into your store with the ready money in their little fists for the purchase of balloons, and especially will this be true of unusual shapes and colors. If you want to "start something," play the loud pedal on toy balloons."

A BEACH FLIRT

"She's a riot" is the way they're talking about a new doll called the "Beach Flirt." She has the eyes 'n everything. There are models with bathing cap and with coiffured wigs.

WALKABLE DOLL

A doll so constructed that it can be led by the hand, actually walking like a real little tot, is the novelty in dolldom that Schoenhut's of Philadelphia have just introduced. This doll is made entirely from wood. It is jointed at the shoulders so the arms can move, and at the hips so that it can sit.

TOY "75"

Among the interesting novelties finding favor with the trade is a toy cannon that shoots rubber bands with accuracy and speed. It is called the "75."

Toy Trade is an Important Branch

Buckley, of Niagara Falls, is a Toy Trade Enthusiast—Carries Big and Comprehensive Stock and Sells Toys the Year Round

AMONG the trade visitors to Toronto in May was W. H. Buckley of Niagara Falls, Ont., where Mr. Buckley has been in the book and stationery business for over thirty years. In conversation with BOOKSELLER AND STATIONER he approved of the idea of more strongly playing up the toy department. As a matter of fact, Mr. Buckley can almost be said to have a toy store in addition to his book and stationery store, so extensive is his toy department, and it goes without saying that he sells toys the year round.

Mr. Buckley is, of course, like all other dealers, obliged to buy quite a large proportion of toys that are not made in Canada for the very good reason that many toy lines are not made in Canada at all. He does, however, sell a lot of Canadian-made toys and was especially complimentary as to the quality of dolls made in Canada. For a while the Japs had been able to offer better values in dolls, but they had not always delivered goods true to sample, while the Canadian products steadily showed improvement in all respects.



Beads are again in high favor. Here are some new and attractive necklaces as shown by one of the Toronto wholesalers.

Mr. Buckley is a toy trade enthusiast and does a profitable business with this line, also carrying the closely associated line—sporting goods. The day is coming when the toy trade "opportunists," those who restrict their efforts in selling toy lines to the Christmas season, will realize that it is good business to get into this line in a big way and to conduct it on a scale in keeping with the manner in which they carry on the book and stationery business proper. The time is past when a little collection of cheap toys shown in the holiday trading season entitled a retailer to have his store classed as a toy store. To-day the average toy stock comprises a big array of substantial goods, many of the items running into prices that show a better average than either books or stationery. The book and stationery dealer must bring himself to fully appreciate this evolution in the toy trade which has resulted in putting it on a basis so far ahead of what it used to be a decade ago. In some localities these merchants have allowed the hardware men and the dry goods merchants to usurp the toy trade to a large extent. The longer the delay in getting right into the toy business with both feet, the greater will be these encroachments by other trades on a field that, by its very nature, should be developed as a component part of the business of the merchants who are engaged in the stationery and associated trades.

HAMMOCKS

In canvassing a list of representative booksellers and stationers relative to trade in hammocks, lawn swings, etc., it was revealed that just one half of these merchants included hammocks in their stock-in-trade, but the percentage of those selling lawn swings was considerably lower.

In this connection it is interesting to refer to a Brown's Bookstore advertisement in the Collingwood "Enterprise" of May 22, in which hammocks and hammock couches were featured together with veranda screens, these latter retailing at $4 to $14 each. These prices show that individual sales of such items are distinctly worth while, and in stores having sufficient room these and other associated lines would undoubtedly prove a good help for Summer trade.

HAMMOCK TRADE

Henry Morgan & Co. Ltd., Montreal, set out to sell hammocks, and they do sell them. These are carried in the sporting goods and toy section of the store, and are displayed well. Not only so; a big range is carried.

"We sell these up to $110 each and even more," said Mr. Osgoode to BOOKSELLER AND STATIONER. "They are of the best quality and we sell quite a number of the more expensive ones."

Of course this referred to the couch hammocks with canopies. These are in demand once the cold weather has ceased and the warm winds blow and hot sun rays call folk into the open and away to the shade. "Just so soon as the warm days begin we get enquiries for hammocks," continued Mr. Osgoode, "and they start to sell."

An excellent range of patterns is carried of the verandah or ordinary style of hammock. About fifty patterns are on display, and display plays an important role in the outturn of the line by this firm. The better qualities are featured, for the Morgan Company prides itself in serving and catering to a high-class trade.

Another item worthy of mention is their porch shades. These are advertised when the hot days threaten. As with the hammock stock, mention is made of them in the store advertising. Green and brown shades are carried, and in ten sizes, from $5 to $19. Special sizes are also supplied on brief notice. All of these are profitable lines, and there is a good volume of business to be secured where the trade is vigorously sought.

TOY THEATRE

A model theatre with six different stage characters, including, of course, Charlie Chaplin, is a toy that is meeting with high favor on the part of buyers. The "show" is easy to manipulate.

REVIVAL IN HAIR GOODS

Fancy Combs and Pins Will Again Be in Big Demand in the Autumn

Most book and stationery stores in Canada sell such notions as ladies' side combs, back combs, hair pins, etc., and they will be interested to learn that a revival of trade in hair ornaments is distinctly in sight.

These goods have passed through a long period of quietude and now there is a distinct note of awakening. Faint it may be just now, but there is without doubt a period of hair-ornament fashions on the way and it will no doubt manifest itself next fall when the social season is in full swing. Spanish combs, Greek bandeaux and French pearls are all mentioned, and indeed, shown now in both medium and exclusive grades. Fancy combs and pins of various sizes are used for tucking in the coiffure in new, cosy styles and catching up the "bangs" and "bobs" which many maidens have acquired during the past winter.

Wire hairpins, over which there was so much distress and speculation as to effects expressed a year ago when we were informed that the hairpin was about to make its exit from the market, are fairly plentiful again. They come in a number of different sized boxes of attractive appearance and are in the usual four sizes, including the "invisibles."

IMAGINATION IN SHOW CARD WRITING

A good show card writer cannot avoid giving his signs a touch of originality, because he gives his subject a touch of naturalness, which alone makes it different from other advertisements.

Give imagination full swing. That is what counts. A vivid imagination sees many ways of stating facts, yet always adhering to the truth. This, combined with a wide vocabulary, can astonish the people who look upon the window, at the many different ways of expressing the same idea.

Force in writing, as in speaking, is always essential. Therefore, give force to your expressions. However, try to be graceful at the same time.

Did you ever stop to consider how closely allied are the salesmen and the window display signs? One is the salesman in person; the other the salesman in color and cardboard.

SALES "ARGUMENT"

When the customer has examined the merchandise and is apparently satisfied with the style and quality, but believes that something at a lower price will answer his purpose, there is usually a way to convince him that your goods will be the cheapest in the end.

Here is an argument for quality blank books, even though the price is higher than the customer intended to pay: "When they are new and bright, account books made of cheap material look very much like books of the best paper and bindings. It is only when you begin to use them that you discover the difference.

"We could buy biank books for about half what we pay for these, and if you wanted to use them only for a day or two, they might answer your purpose. But we care more for a customer's good will than we do for the profit on the sale, and unless we can sell something we know will prove satisfactory, we would rather not make a sale.

"When you buy a pocket knife, you want one with blades that will 'take an edge' and will stay sharp. You know that the handsome handle is often fitted with a poorly tempered, worthless blade. It is the same way with blank books. These books which I am showing you will give you real service and will keep on giving you service long after the cheaper blank books would be unfit for use."—"The National."

TRADE PROSPERS

London, England, May 1. — Every gramophone trade interest has benefited from the peculiar conditions of the war —of that there can be no doubt. Thousands of pounds' worth of gramophone goods were supplied to H.M. forces alone. The industry has become exceedingly prosperous during the war, notwithstanding the early fears to the contrary. That prosperity is the surest indication of the bright future for the trade.

ONE LEADER'S VIEWS WERE SUMMED UP BRIEFLY

"A receptive attitude toward such ideas and suggestions, I find, keeps me alert and sensitive to ever-changing conditions, and minimizes the danger of getting into a rut and fossilizing.

"There is such danger, and we as dealers are wise if we avoid it by every means at our disposal."



Simple Book-Keeping for Merchants

How to Draw Up Profit and Loss Statement Showing Exact Profit Made — Balance Sheet Also Dealt With, Demonstrating How Assets Are Made Up— Question of Depreciation

By C. J. MORRIS,

Fourth Article

WE will now draw up a Profit and Loss Statement from which we shall be able to ascertain exactly how much profit we have made in the period under review. In order to follow these instructions the reader must have before him the last two articles appearing in the issues of BOOKSELLER AND STATIONER for April and May.

First of all we have to take stock valuing everything at cost price. We will suppose for the purpose of making up the accounts that the present value of the stock works out at $1,928.95.

One other item with which we have to deal is the amount of $25 drawn out from bank and entered in the Private Drawing Account. As we have to allot certain sums for fixed charges such as rent, salaries, light, heating, etc., we will assume that this $25 covers these amounts for the four days we have been working and we will, therefore, for the purpose of making up our Profit and Loss Statement, consider this as the Fixed Charges Account.

On the Dr. side we enter the value of stock on hand when we started, then the amount of goods we have purchased since. This we take from the Dr. side of the Goods account. On the right hand or Cr. side we enter the value of the stock as shown by our inventory at stocktaking and also the total of our sales which we take from the Cr. side of the Goods account. The difference between these two sides would now represent our gross profit, but we have one or two other items to consider which we shall find in the Profit and Loss account in the Ledger. The total of our purchases is reduced by the amount of any discounts we have taken and we therefore enter these on the opposite side of the account, which is the same as deducting them from the purchases total; similarly our sales are reduced by any discounts we have allowed and these we also enter on the opposite side to that on which our sales appear. Thus the discount we took, $1.74, is entered on the Cr. side and the discount we allowed, 15c, on the Dr. side of the statement. Our sales are also reduced by any goods we have had returned to us and we therefore enter the value of these, $1.40, also on the Dr. side.

As stated above the difference between the totals of the two sides now shows our gross profit, but we cannot consider we have made any profit until we have paid all charges and expenses of every kind incurred in connection with the business. We therefore enter on the Dr. side our Fixed Charges $25, which we have agreed is to represent salaries, rent, heat, lighting and all fixed charges of any kind whatsoever for the four days' period with which we are dealing, and we also enter the total of our Sundry Trade Expenses account in the same column. Items short or over in our cash must also be entered by us in the Profit and Loss Ledger account and the difference between the totals of the two columns will then represent our absolute net profit after expenses of all kinds have been covered. The final Profit and Loss Statement now appears as follows:

PROFIT AND LOSSSTATEMENT

Dr.			Cr.
To stock on hand Jan. 1	$2,000.00	By stock on hand Jan. 4	$1,928.95
To purchases	211.95	By total sales	388.21
To returns	1.40	By discounts taken	1.74
To discounts allowed	.15	By cash (over in till)	.35
To fixed charges	25.00		
To S. T. E.	20.55		
To cash (short in till)	.35		
To balance (net profit)	59.85		
	$2,319.25		$2,319.25

Thus our net profit for the four days works out at $59.85. One item we have not allowed for is depreciation in value of our stock and furniture for four days. This would be too small to consider, but for the year it is customary to allow something like ten per cent. on the fixtures, furniture, etc., and as regards stock, a fair allowance should be made according to circumstances. Whatever amount is decided upon would have to be entered on the Cr. side of the Statement and would reduce the profit by that amount.

The Balance Sheet now claims our attention. We started with a capital of $2.800, which has now been increased by $59.85 and the Balance Sheet will show us how this amount of $2,859.85 is made up.

Under the head of Assets we still have our fixtures valued at $500. Cash on Hand is now $236.47 and at bank $242.83. Our stock is worth $1,928.95 and customers owe us $55.65, a total of $2,963.90

On the other hand we owe our creditors $104.05, which deducted from this total leaves us $2,859.85, our present capital.

Our balance sheet will thus appear as follows:—

BALANCE SHEET

Assets		Liabilities	
Furniture, fixtures, etc.	$ 500.00	Accounts payable (sundry creditors)	$ 104.05
Cash on hand	236.47		
Cash at bank	242.93		
Stock (present value)	1,928.95		
Accounts receivable (sundry debtors)	55.65	Excess of assets over liabilities	2,859.85
	$2,963.90		$2,963.90

Had we allowed anything for depreciation of furniture, it would have been entered on the right hand side of the Furniture and Fixtures account and on the left hand side of the Profit and Loss account and in the Balance Sheet the amount against Furniture and Fixtures would have been reduced by that amount, as likewise would the Excess of Assets over Liabilities item.

It now only remains for us to close our books and bring forward our balances. With this we will deal next month.

(To be concluded)

IN BUSINESS 42 YEARS

In a letter dated May 22, addressed to Buntin, Gillies & Co., Hamilton, W. J. Henry, Kincardine, Ont., wrote as follows:

"I expect that by the end of the month I will be a 'free nigger.' My first order for goods was given to Buntin, Gillies & Co. 42 years ago last month. A little odd, is it not, that my first and last orders in business should be given to the same firm with a little over 42 years between? Well, so long."—W. J. Henry.

This circumstance is one that carries a good measure of satisfaction for Buntin, Gillies & Co., who, by the way, have been regular advertisers in BOOKSELLER AND STATIONER since the establishment of this trade newspaper nearly 35 years ago. Mr. Henry, of Kincardine, has been a regular reader of BOOKSELLER AND STATIONER for many years, and readers will recall some "good stuff" from Mr. Henry that has appeared in previous issues of this paper.

Spurring on British Industries Fair

1920 PLANS.

British Trade Press are urging those in charge of British Industries Fair to employ aggressive publicity so as to assure greater success. 1920 plans include increase in scope, taking in additional trades.

Lyons Fair Far Ahead of the London in Approaching Leipzig Proportions

NOTWITHSTANDING the vast content of the British Industries Fair at London, it was greatly eclipsed by the big fair at Lyons, France, where the number of exhibitors reached a total of 4,700, as against 570 at London, but the Lyons Fair represented fifty-three trade sections as against but half a dozen trade sections at the London Fair. Some of the British trade papers have not been backward in criticizing the London Fair on this, and a few other cases, but that this has been constructive criticism is revealed in that announcements regarding the 1920 Fair at London show that more aggressive efforts are to be made to increase the scope of the Fair, so that it may reasonably be expected to eventually eclipse the great Leipsig Fair of pre-war days. The Lyons Fair has already reached proportions that approach the records set by Leipsig. The "Toy and Fancy Goods Trade" in its last issue scored those in charge of the Department of Overseas Trade as follows:

"Both Leipzig and Lyons are organized and run by local bodies drawn from the Municipal Councils, Chambers of Commerce, etc. The British Industries Fair is the only trade fair that is run by a Government department. London is the commercial capital of the world; the British Government has a world prestige which stands higher than any other, and a British Industries Fair conceived and carried out on the lines indicated in our earlier paragraph would draw the world's buyers to London as a needle is drawn to the magnet. If such a development is ever likely to be contemplated, the promoters will have to revolutionize many of their methods, and not the least in the matter of publicity. For several months before the Leipzig Fairs, these were advertised in public, commercial and trade publications all over the world; the Lyons Fair is similarly advertised, but the promoters of the British Industries Fair—possibly because Governments do not advertise—merely drop a hint to our consuls abroad, those amiable gentlemen whose services in the past have been so utterly futile, that the British Industries Fair will be held, etc., etc. This method of disseminating information is supplemented by the despatch of so many thousands of invitations, which in the past have been sent out about November, when they would reach a buyer in Australia about the beginning of January, informing him the Fair was in February. We do not wish to labor this point, but we sincerely hope that those who are responsible for the control of the Department of Overseas Trade and the British Industries Fair in particular will give the question of future fairs their immediate consideration. There is room for a man or men of imagination at the head of this department, men who realize that in the British Industries Fair they have a means of re-establishing British commercial supremacy and of making Great Britain, in a bigger, fuller and wider sense than ever before, the market of the world."

The British Industries Fair, 1920, will be very considerably extended in its scope. The arrangements so far make it probable that there will be sufficient space for the manufactures of suitable Dominion firms to be included. The Fair is confined to British manufacturing firms, and the definition of a British firm, in this instance, is a firm whose principal works and head offices are situated within the British Empire and which is not controlled by foreign interests. Canadian manufacturers, therefore, coming within that definition, will be eligible as exhibitors.

The schedule of trades of the British Industries Fair at London is as follows:

Cutlery.
Silver and electro-plate.
Jewellery, watches and clocks.
Imitation jewellery, including hard haberdashery articles.
Glassware of all descriptions.
China and earthenware.
Paper, stationery and stationers' sundries.
Printing.
Fancy goods, including traveling requisites and tobacconists' sundries.
Leather for the fancy goods, bookbinding and upholstery trades.
Brushes.
Toys and sports goods.
Scientific instruments.
Optical goods and spectacle ware.
Photographic appliances and requisites.
Drugs and druggists' sundries.
Musical instruments.
Furniture (knock down for export).
Art needlework requisites.



THE HIBERNOCYCLE
This is a "bicycle on runners." It is one of the new items introduced by Beauchamp & Co., of Montreal.

Editorial Chronicle and Comment



TOY TRADE OUTLOOK

IT is stated on the strength of information obtained from authoritative sources that the production of toys made in Canada last year was over $800,000 and that this represented about one-third of the total value of the toys sold in this country last year. In the same year the value of toys imported from the United States was well over the million-dollar mark, the rest coming chiefly from Britain and Japan.

All things considered, the showing made by Canadian toy-making concerns may be said to be a most satisfactory one, indicating, in spite of the many "false alarms" among the numerous toy "factories" that sprung into being as the result of the roseate picture of prospective fortunes to be made in the manufacture of toys as painted in the course of the toy propaganda of the Department of Trade and Commerce, that a considerable number of manufacturers went about producing toys on a sound business basis. Toys made of wood are among those which have been marketed with outstanding success by Canadian makers and this is true also of one or two manufacturers of dolls. These are also being successfully produced for trade in other lands, and representatives of Canadian concerns are at present in England arranging connections for export trade.

Now that the war is over a big handicap has been removed from the path of British toy-making concerns and the natural result will be a considerably increased total of imports of toys from Britain over last year with the prospect of still larger importations next year in view of the fact that the handicap under which the Old Country concerns have been operating still exists to a considerable degree. That some of them have got into shape to fill orders from the Canadian trade is indicated by the good representation of British firms among the toy advertisers in this toy trade number.

An especially satisfactory development in the war years has been the establishment in Canada of special factories for the manufacture of high-grade toy lines that had previously been largely imported from the U.S. factories.

All this activity has been a blessing for the trade so far as the retailers are concerned, and it is a most significant fact many retailers in book, stationery and kindred lines who had come almost to the point of dropping toys altogether, are now playing up the department so energetically that it bids fair to rank in turnover with other chief lines of merchandise making up their stock in trade. This trend is bound to continue and all members of this trade should look to it that no further progress is made by hardware dealers, dry goods stores and others in making inroads on this legitimate field of the merchants served by this trade newspaper.

CHILDREN'S GOODS

BUT of a hundred cards sent out to a selected list of retail book and stationery stores, presenting a questionnaire relative to the toy trade, with special reference to the advisability of devoting more attention in BOOKSELLER AND STATIONER to the toy trade and kindred goods, thirty-one replies had been received up to the time of going to press and it is a significant fact that of these, only five replied in the negative, the other twenty-six favoring this idea.. However, we have since hit upon a plan that will, we are sure, find favor with even the small minority, this being our "Children's Goods Section" presented for the first time in this issue.

All the retailers, even those who restrict their business to books and stationery proper, sell children's goods as included in book and stationery stocks and this department will consequently be of vital interest to them.

SPORTING GOODS

ALTHOUGH sporting goods are distinct from toys, there is a close association between these lines in the trade for the reason that, to a large extent, the wholesale houses selling toys also sell sporting goods.

The extent of sporting goods is such as to make it a separate department and, as there are different sports for different seasons, it is naturally a department for year-round trading. As such, it is all the more effective as a help in maintaining toy trade activity throughout the year, a development that is much to be desired. This latter remark is superfluous in the case of a growing number of retailers who do feature toys every season of the year.

Sporting goods include items running well up

the price scale and for that reason they give a better balance to the whole business of the merchant engaged in these associated trades of books, stationery, toys and kindred goods.

This whole question is deserving of serious thought on the part of all members of the trade

This of course is not so necessary on the part of well established, flourishing bookstores in the cities, but in the smaller towns it is almost universally a fact that these retailers must branch out beyond books and stationery proper in order to reach a volume of trade that will guarantee a turnover assuring a satisfactory income.

THE SCHOOL BOOK QUESTION

IN his recent important speech in the Ontario Legislature, Hon. Dr. Cody, in dealing with the school book question, after having referred to the expiration of many of the contracts for supplying school text books, said that the necessity for the revision of many of the books was at the present time being actively taken into consideration. He then turned his attention to some of the criticism voiced recently of the high cost of text-books. Dr. Cody declared that in the high schools and collegiates in 1898 there were 22 books, the total cost of which was $14.60. In 1918 the number of books was 24 and the total cost $11.48. In the public schools in 1898 13 books were used at a cost of $3.37, and in 1918 15 books were used at a cost of $2.77. However, in view of the higher cost of production he would not promise the prices would not be higher in future. The reason for the discrepancies in figures which he presented and those presented by critics was that he dealt only with the authorized books, and not with those recommended for school libraries or for use by the teachers.

Referring to the subject of industrial and technical education, the Minister said that plans must be made for specialized secondary and agricultural schools and specialized commercial and technical schools. Several cities had built schools after conferring with the department. The latter did not regulate these schools at all. In future it would be the Dominion, Provincial and Municipal Governments that would assist financially in the building of such institutions. The matter of the school age was also bound up with that subject."

Retail booksellers will look in vain for any indication that their wrongs in the matter of the trade situation as regards school books are to be righted, but perhaps Hon. Dr. Cody has something in reserve that may be given out later.

TAKE AN INTEREST IN THE TOWN

IT is a bad thing for any town when the business men of the place insist upon side-stepping municipal politics, as so many of them do. Those who are carrying on business establishments of their own are the very ones who should lend their services in managing the town's affairs, for they are qualified better than any of the other citizens to know where expenditures are useless, and where they can be made to the town's advantage.

Business men are naturally interested in seeing their town go ahead. Their own prosperity depends upon that of the town, consequently they will always be found supporting measures which stand for progress. On the other hand, owing to the taxes which they have to pay, they will be cautious about saddling the town with heavy expenses in order to gain a superficial prosperity.

Booksellers and stationers should be prominent in boards of trade and town councils, for their very business depends, to a large extent, upon the town's going ahead. The dealer does not wish to see his turnover practically at a standstill year after year, while his expenses are probably increasing. Yet there are many towns where the amount of business obtainable is practically a fixed quantity.

Canada is bound to prosper for many years to come, and every part of the country should share in that prosperity. How many towns there are, where the addition of a single growing industry would start every retail merchant in the place on the way to a larger business.

Let every retailer join the forces of progress in his town, and cheerfully lend his assistance wherever it is most needed.

LITERARY CLUB OFFERING PRIZES

THE St. James Literary Society brought its season to a close last month and elected officers for the coming year. A. T. Chapman, of Chapman's Bookstore, president for the past season, was chosen as a member of the Executive.

As a force in cultivating and moulding the literary tastes of the community, such a society as the St. James Literary is of real interest to the book trade. Interest is being manifested very decidedly in Montreal in the work of library societies and their cultivation cannot be over-emphasized.

At this last meeting, it was decided that two prizes of $25 each should be offered for competition in English literature. These will be available by the literary departments of both McGill and Laval Universities and will be offered for proficiency in English literature. It is probable that preference will be given some subject particularly Canadian in character. There is a probability of the prizes being offered annually. To signalize the twenty-first birthday of the Society's activities, this decision of offering a prize was made.

THE discussion of the question of a trade organization should be entered into by all the booksellers and stationers of Canada.

NEWS OF THE TRADE

A YUKON VISITOR

Among the recent buyers in Toronto visiting the wholesale houses was H. G. Macpherson, bookseller and stationer, of White Horse, Yukon Territory. Mr. Macpherson has been in business in that far northern town since 1909. He is a great admirer of BOOKSELLER & STATIONER, and said that he found many useful suggestions in it that he was able to apply to his own business. He found the reports of new books of great value to him as a guide in ordering.

An indication of how the price of sealing wax has gone up since the beginning of the war is indicated by the remark of a salesman in the warehouse of Menzies & Co. the other day in talking to a customer. He took up a stick of wax now priced at 35c, wholesale, remarking that the identical size and quality in 1914 was 11c.

M. J. McLean has returned from a successful trip through the West to the Pacific Coast in the interests of Thomas Allen, the Toronto publisher. He was accompanied on this trip by Mrs. McLean. Mr. McLean found the booksellers throughout the West in an optimistic frame of mind as to the business prospects and the business done thus far this year was good all along the line. One of the greatest sources of satisfaction were the almost uniformly enthusiastic reports indicating the very best prospects as to the 1919 crops.



INTERIOR OF E. B. CRAGG'S BOOKSTORE, BRIDGEWATER, N.S.
This store was described in the May issue, but unfortunately this half-tone did not arrive in time to be included in that number.

DEATH OF W. P. GUNDY

The members of the trade throughout Canada regret the passing of one of the leading wholesale stationers in the person of the late W. P. Gundy..

His death occurred at Ottawa on May 23, due to heart failure, following a seizure while dining the evening before.

Following the formation of the Union Government the late Mr. Gundy was appointed a member of the War Purchasing Board, and since then up to the time of his death he spent most of his time at Ottawa.

He was president and general manager of the W. J. Gage Co., vice-president and managing director of Kinleith Paper Co., at St. Catharines; vice-president Educational Book Co., of Toronto, and was president of the Toronto Board of Trade in 1914.

The deceased was born in St. Catharines in 1858, and was educated at the Model School, Toronto. He joined the W. J. Gage Co. in 1881.

He was a prominent member of the Metropolitan Church, chairman of the executive of the National Sanitarium Association and president of the National Club, Toronto.

NEW FACTORY

Hamilton, May 28.—F. W. Warren, architect, is preparing plans for a modern factory building for the National Paper Goods, Ltd. It will be 285 feet by 75 feet, of two-story and basement construction and thoroughly modern, containing rest rooms for the employees.

Picton, Ont.—Enquiry from W. Alexander Wright as to where to buy duplicating machines to make copies of writing, etc.

A.—Heklograph & Duplicating Co., 42 Murray St., N.Y.; National Typewriter Co., Victoria St., Toronto (Ellam Duplicator); Daus Duplicator Co., 111 John St., N.Y.

There are no goods so well "introduced" that those who supply them can afford to stop creating a demand for them.

Selling-Talks for the Sales Force

ARE YOU WITH US?
This department is an outgrowth of the Junior Clerk's Page, which has been a feature of recent issues. It was felt that the idea of that department was good enough to apply to all members of the sales force from the youngest "apprentice" to the Dean of the Staff, but due attention will continue to be paid to the interests of the juniors.

A Page of Suggestion and Inspiration for Those Who Sell Goods in the Store or on the Road

IN the average Canadian bookstore the proprietor himself is usually one of the most active members of the sales force; consequently the contents of this page will prove of particular interest to him as a salesman and will be well worth his careful perusal each month, because of the points that will be brought out that will be helpful to him in his relation, as an employer, to the salespersons, new and experienced, which this department will ever seek to serve in the way of providing information and suggestions of practical value.

It will be recalled that recently the question of bonuses for clerks was dealt with in succeeding issues of BOOKSELLER AND STATIONER. Pursuing this subject a little further, it is a strange thing how many good merchants there are who are in the habit of judging their business primarily by the annual turnover. Hence, they are also prone to judge the value of their clerks by the gross volume of their sales.

That this is a fallacious principle, will be readily recognized, if a little thought be given to the subject. It is not the business with a large turnover, but the one with a profitable turnover, which should give the merchant cause for congratulation. Many a business operating on microscopic profits has a large turnover, and, on the other hand, not a few stores with a comparatively small total of sales, are netting their owners handsome profits.

Of course, the making of profits depends very largely upon economical management, but the importance of training clerks to sell for profit must not be overlooked. Without this training, a clerk will naturally follow the line of least resistance, and sell those goods which are easiest to sell.

Some merchants have already adopted methods by which their clerks know the net profit on their sales and are encouraged to sell the most profitable lines. This eventually results in giving the store a reputation for high-class goods, which usually carry the best profits, and in developing superior selling ability in the staff.

A Montreal firm shares profits with the clerks, whose income in therefore dependent upon their making profitable sales. The total cost of each line in the store is accurately figured out, and the profits are shared, according to a fixed schedule, on every sale made. A peculiar feature of this system is that the clerks are obliged to share losses as well as profits. Of course, a necessary part of this idea is that the correct proportion of the overhead expense should be charged to each line carried, and this requires a carefully worked out system of accounting.

The general idea of interesting clerks in the store's profits is a good one, and is worth all the thought and ingenuity that the dealer can employ in working out a system that will suit his own needs.

ON TOPPING THE LIST

When a subscription list or a popular movement list is about to be launched upon its journey of presentations, it is considered to be a very wise move to get some influential man's name to head the list.

But why be concerned about who "heads the list"?

Because of prestige—for the influence of suggestion—to hold out, as it were, through suggestion, an opportunity to men of lesser personal magnitude, to associate with and share membership in some institution with a man of maximum personal magnitude, states a writer in "Piccolo."

The top of a list is the first spot that arrests the eye. and the eye in turn flashes to the mind that here is matter for consideration.

When your employer reviews his business, in reflective moments, his mind unconsciously assembles his thought-data into lists—his wares and their appeal to the public; his trade territory and its possibilities for expansion or more intensive development; his own hunger for achievement; his love for the game which drives him on and on to greater achievements and greater victories—and at this point in his mental review he comes face to face with the question that looms high and wide above all other questions—employees.

Who tops the list in your concern?

For, inexorably, some one leads, and be assured your employer knows the leader. Leadership and its rewards come only through work—hard work—study—concentration, consecration — development of one purpose.

Merely wishing to top the list will never advance you one step.

But there is a way—it will carry you through every obstacle and land you surely and securely at the top of the list—yea, you may even outgrow your present concern.

Here is the way:

Go to your work every morning as though it were your business—serve every customer as though it were your business—do everything you do as well as you would want it done if it were your business, and you will surely wake up some morning and find that you are a leader—topping the list in your concern or chosen sphere of activities.

You Know This—But

A well-trained clerk sells more goods, satisfies more customers, makes fewer mistakes, and has a greater capacity for helping to increase trade and profits. A few essentials in which clerks should be trained are:

Appearance—The value of personal cleanliness, rather than of fine clothes.

Carefulness—Not to handle stock carelessly, but to treat every article as though it were a precious possession, for nothing imparts an idea of value more subtly and quickly than the clerk's silent but apparent personal estimate of it.

Caution—To be careful in facts and figures; to wrap all parcels with care, remembering how the customer feels when he discovers the dirty thumb marks of a careless clerk on a new blank book .

Salesmanship—The value of suggesting goods to customers, goods that you desire most to sell, making the suggestion in a manner not to give offense.

Quick Service.—The importance of serving quickly without an appearance of hurry.

Manners—The value of politeness. Courteous, polite clerks attract trade, accommodating clerks hold it; inattentive, grouchy, know-it-all clerks drive it away.

Conduct—The effect of becoming conduct on the part of the clerks, both inside and outside of the store as well.

Personal Responsibility—The result of careful accounting, personal record and check on every sale—"The National."

Cheap frames and cheap pictures have as much a place in the market as fine pictures and fine frames. There is a demand for both. Those who buy the cheaper grade do so usually because if they didn't they could not buy any pictures or frames at all.

WATER BABIES

This heading does not refer to the well-known juvenile book of that title but is the name of a new series of dolls put out by a New York firm. They are made of light soft cloth known as Kopac or Terry cloth. They are sanitary, and the makers claim for them that they are indestructible, all of which is calculated to make them popular with mothers.

BARNEY

"Barney" is the name of a toy tank put out by the Liverpool toy concern of Whitely, Tansley & Co. Like the real tanks that struck such terror into the hearts of the Huns when they first went into action, Barney is a real climber.

Canadian Papers Are in High Favor

The reports from London and Ottawa which are reproduced here have significance for the Canadian stationery trade as indicated, the favorable situation of Canadian paper makers for increasing their output thus enabling them to give lower prices to manufacturing stationers.

How the British Preference Benefits Canadian Paper Trade by Admitting Free of License All Paper Made Within the Empire

London, May 1.—The following comment upon the Canadian paper situation appears in the "Newspaper World" of London: Whatever may be done in the way of protecting British paper-makers against the competition of Continental makers, Canadian mills evidently expect that they will receive some measure of preferential treatment, if not actually free export to this country. It is to this source that we shall have to look for the keenest competition in the cheaper grades of white printings and such papers as are used by the publishers for books and magazines. These are the papers in the making of which our mills in times past have excelled and which have formed the bulk of the tonnage turned out from the mills of this country. These are also the papers which the Canadian mills are specially equipped to turn out in huge quantities. Their mills are right against the source of supply of their raw material, thus eliminating transit charges between the pulp and paper mills; they have mostly an abundance of water-power to reduce their making costs, and the same rivers which drive their machinery are at their doors ready to carry away the manufactured produce to the ports for shipment across the seas. In addition to these items in their favor the Canadian mills have for many years made a much harder printing paper than that made in this country, which is capable of taking a very high permanent finish and which some of our big printers are now beginning to appreciate. This latter feature of Canadian publication papers is largely the cause of the smarter and brighter appearance of so many of their trade journals. For many years British printers were very averse to using these hard, bright papers because of the difficulty they found in getting the ink to dry sufficiently quickly to prevent offset. The use of printing machines with better rolling power and of ink better suited to the paper has done away with this objection, although most of the paper-makers of this country still say that the soft, easy-drying sheet is most in favor. If Canadian papers are smarter and give better results, they will have a ready sale in this country.

Ottawa, May 8.—Further proof of the benefit to Canadian trade of the new British policy of preference to goods from within the Empire is supplied by a cablegram received by the Canadian Trade Commission from the Canadian Mission in London in reply to an inquiry concerning the pulp and paper trade position. The cable states that a general effect of the new regulations is to limit considerably the importation of writing and printing paper, newsprint, cardboard and stationery from foreign countries, and adds textually:

"Newspaper regulations do not affect Canada."

The British Board of Trade (Department of Commerce) announces that the importation of paper and manufactures of paper from non-British countries shall continue to be prohibited except under special license, but that the importation of paper manufactured within the British Empire is free of license.

In addition, it is stated that the Board of Trade will only grant licenses to import such qualities and descriptions of paper as cannot be obtained in sufficient quantities within the Empire, or when prices for these classes advance so as to be unreasonable. The regulations on imports from foreign countries are based upon percentages of the tonnage of paper imported after April 30. Printed matter, included forms, writing paper, calendar and show cards, Christmas cards, and other such printing, including toy books, which were formerly so largely imported from Germany, will be almost totally prohibited in Great Britain if coming from foreign countries. The regulation protecting the buyer from unreasonable prices through the power to increase the licenses is a novel feature of the new British policy of restriction.

The book paper manufacturers of the United States and Canada, who last year strengthened their position very materially by coming to a closer understanding and adopting similar terms and prices, are now considering similar relations with the paper manufacturers of Great Britain. The ultimate object is the division of territory, standard terms, and finally the elimination of competition, which was quite keen at times during the war and for many years before. Should the scheme be carried out, as it is likely to be, it will ensure not only sure, but very generous dividends.—"Financial Post."

BUSINESS BOOKS

An advertisement reproduced in last month's issue of BOOKSELLER AND STATIONER by its series of illustrations suggested the gradual growth, book by book, of a useful business library. It was not stated in connection with the reproduction that the firm for whom this advertisement was devised was McAinsh & Company, Limited, of Toronto. The advertisement represents one field of business which Mr. McAinsh cultivates assiduously and with vigor, viz., the field of business in reference books.

"Every Office Its Library"

"Every business office should have an up-to-date business library," says Mr. McAinsh, "in saving of time, in securing accuracy, in saving wasted effort, and adding to office efficiency the right books of reference are invaluable, and the time is coming when every up-to-date business office will be equipped with a compact business library."

With this ideal in view, this firm is bending energy and expert knowledge towards achievement. Not only does Mr. McAinsh display in a special window the latest business books, but by a campaign of well-considered advertising in the daily papers and in the specialized business papers such as the "Financial Post," the newest and most valuable business reference books are brought directly to the attention of the principals and executives of enterprising concerns.

HAROLD BELL WRIGHT

"The Re-Creation of Brian Kent," is the title of the new Harold Bell Wright novel to appear in August.

EMPIRE DAY BOOK

In connection with the Empire Day celebration this year in the schools of the province, the Department of Education issued a little book of considerable value to the students. It is a handbook of Canada's share in the war. There are a dozen chapters, which tell of the schools and the war, the campaign of 1918, the decorations, the story of the Princess Pats, and details of the various sections in which the Canadian Corps had a part.

NEW PAPERS

A number of new lines have been added to the range of "Acme" typewriter papers, manufactured and distributed by Buntin, Gillies & Co., Ltd., Hamilton, and they are now able to say that there is an "Acme" paper for every office and commercial use.

TOY RAILWAY SYSTEMS

Among the new productions of the British Metal and Toy Manufacturers, Limited, of London, are railway accessories, to make complete models of existing railways as well as various models of motor cars such as open touring cars, landaulettes, and other automobiles, operated by clockwork.

About Bookstore Advertising

PUBLICITY

Newspaper advertising has helped to build many a retail business bigger. Booksellers and stationers can use it to relatively as much advantage as other merchants, but on the average their showing is not up to what it ought to be in this respect in Canada.

Some Suggestions of Value With Specimens Showing an Original and a Reset Advertisement

BOOKSELLERS and stationers in the towns especially should be regular newspaper advertisers. It is a fact that with few exceptions the advertising rates of the newspapers in the towns and smaller cities are relatively low as compared with the rates for advertising in the metropolitan newspapers. But when advertising is done, the retailer should see to it that proper display is given. There is too much slipshod work on the part of compositors in setting up the advertisements appearing in many of the weekly newspapers in the smaller towns, and this is true also of some daily papers. The average bookseller and stationer should be sufficiently posted to be able to himself indicate just what sort of display his advertisement should have, and in order to get full value for the money he invests in these advertisements, he should take due care that the work is properly done. He insists on the best obtainable value in buying merchandise and the same principle should apply when he buys advertising space. If he will adopt this policy, a corresponding improvement in the appearance of his advertisements will result.

"Printer & Publisher," the trade paper for printers in Canada, publishes each month a series of criticisms of advertisements, showing the original and also revised copy as it should appear. One of these in a recent issue was a bookstore advertisement as reproduced herewith:

Reference to this advertisement was made as follows:

"This is representative of a peculiar class of ads. that many compositors find difficulty in setting neatly and effectively. The items fail to lend themselves to good balance in this case. Yet there is no occasion for the poor sample of typography seen here. There was no necessity for crowding the matter against the border, and lighter type would have been better for the names of the six Torchy books. The cut-off border toward the bottom is in poor taste, likewise the signature beneath it. From the second line of type downward the ad. appears confusing, and then, as a finishing touch, the border and signature are inharmonious. Some care has been used in placing white space between the various lines and groups. The same attention to white space between the side border and type would have made the set-up more presentable.

In setting bookstore ads. it is well to remember that buyers of books are, as a rule, cultured persons and the principle of appropriate display should be adhered to."

For application of these criticisms see the reset advertisement also reproduced herewith.

SETTING THE RIGHT EXAMPLE

"Generally the attitude of the proprietor of any store is reflected by his salespeople," says the credit man for a wholesale house. "If he is willing and eager to please, his men will act likewise; if he is unfriendly, they are unfriendly." He cites an instance to prove his point.

A customer said to a merchant: "I am going to quit trading with you. Watch your salesman while I make this purchase and perhaps you will understand why."

The merchant saw his salesman act as if it were a task to wait on the customer; he did not smile or bow; he shoved the purchase across the counter; and he turned away as soon as he got the money without a polite or friendly word.

The merchant pondered over the incident. Then he realized that he was like his salesman—unfriendly and lacking in graciousness.

He cultivated a courteous, accommodating manner and his salesman followed his example. The store has lost few customers since, the credit man says.

"DRY" CARDS

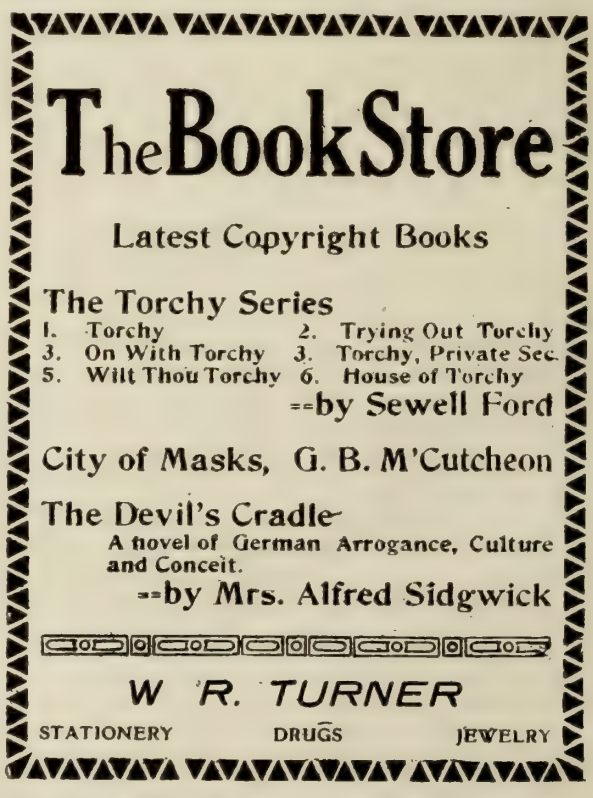
Prohibition is helping the greeting card trade in a sense altogether apart from the physical benefit that abstinence assures. The coming of the U. S. "bone dry era," commencing July 1, has already produced a crop of "dry" cards with humorously appropriate greetings, such as this one:

Greetings to You for the End of a Perf(hic) Day

When we come to the end of our perf-(hic) day,
The end of the rickey and high,
And we say good bye to the cool frappe
And the rollicking rock and rye,
We will have to revel in buttermilk
And sarsaparilla gay,
And oh, the pain of drinking rain
At the end of a perf(hic) day.

WOOD-FIBRE DOLLS

A series of dolls made of wood-fibre, put out by the Progressive Toy Co., are among the season's successes. These dolls are dressed in pure silk fabrics and in dainty fashion. They have movable eyes, are jointed, and certainly do look attractive.



Advertisement No. 3. Taken from the "Sun," Viscount, Sask. Reduced from 2 columns wide by 6 inches deep.

JUST HOW IT CAME ABOUT

A merchant who was old and wise
And had his pile all made,
Advised a neighbor to subscribe
To journals of his trade.

The neighbor said he had no time
That he could fool away.
It took it all to get enough
His rent and bills to pay.

He said he'd never spent a cent
On this trade journal trash;
He wouldn't take one as a gift,
Give him the ready cash!

No editor could tell him how
His business should be run.
He guessed he'd stick to doing things
The way he'd always done.

Now, what the dickens is the use
Of a man who feels that way
Believing he can run a store
In this enlightened day!

That fellow busted in a year,
The sheriff sold him out.
And he, no doubt, is wondering yet
Just how it came about.

—"Trunks, Leather Goods and Umbrellas."

Wallpaper Display and Advertising

Good Methods Effectually Used by One of the Big Toronto Stores

ONE of the big Toronto stores had a window recently featuring "imported" wallpapers with chintzes to match. The paper showed patterns in delicate subdued stripes in neutral colorings with cut-out borders in rather pronounced tones. These were taken up in the chintzes which were shown with them, and it is easily imagined how well such an idea would take. One could easily effect a valance all round the room with a paper border matching the window chintz. One design showed the wallpaper in light grey and silver with only a trace of color, but the border, about 10 inches deep, was in orange with touches of black and grey; the chintz was also in orange, black and grey chiefly.

Some novel papers for the nursery walls were also shown recently. These were in dainty small "old calico" effects, at a distance, but upon closer view revealed little girls in sunbonnet and apron feeding her ducks while sitting out in her garden. The design was in the pink and blue calico colorings. Another nursery paper was in Dutch blue and another in tiny calico rosebuds, etc. The nursery was the chief attraction at Eaton's during the month of May, the children's month. Playlets and tableaux were given in the furniture building twice daily and window displays showed toys and furniture for tots of all ages with special emphasis on summer requirements.

One of the interesting pieces of bedroom furniture was a child's reclining chair of wicker, painted ivory to match the other furniture and fitted with a chintz-covered cushion. There were writing desks, cabinets, hat and coat posts, and most of the other articles in miniature, which one sees in the well-appointed adults' rooms.

A Novel Advertisement

In calling attention to their special lines of 25-cent chintz bedroom paper the same store sent out samples of it in one of the morning dailies, the sample forming a sheet the size of the newspaper. On the plain side of the wallpaper was the store's advertisement, a feature of which was a "Room Measurement Chart," showing how many single rolls of ordinary 18 in. wide paper would be required for side walls and ceilings, two single rolls to be deducted for every four ordinary-size openings.

WALLPAPER WEEK

The St. Thomas "Times-Journal" adopted a good advertising scheme which was supported by the different wallpaper dealers in that city. A "wallpaper week" was organized and a whole page was devoted each day to the wallpaper advertisements. McLachlin's Bookstore used space to good advantage, featuring "Art wallpapers," as well as tapestries, grass cloths, velours and oatmeals.

Follow It Up

In order to derive the greatest benefit from Wall Paper Week, says "Gilt and Glimmer," it must be followed up by attractive windows, interesting store displays, catchy advertising, and a general air around the store that something special is stirring in home decoration, so that the enthusiasm of the people will not be allowed to wane. There is an abundance of repapering needed in every community. Now is the time to start a renovating crusade for the good of the householder, the occupants, and incidentally for the trade itself.

The
BOOK STORE

Latest Copyright Books

THE TORCHY SERIES
By Sewell Ford
1. Torchy
2. Trying Out Torchy
3. On With Torchy
4. Torchy, Private Sec.
5. Wilt Thou Torchy
6. House of Torchy

THE DEVIL'S CRADLE
By Mrs. Alfred Sidgwick
A novel of German Arrogance, Culture and Conceit

CITY OF MASKS
By. Geo. Barr McCutcheon

W. R. TURNER
STATIONERY DRUGS JEWELRY

Reset Advertisement. Actual size of original.



Books

CHARLEY ROYAL'S POEMS

Billy Brady must be credited with one of the finds of the year in Charley Royal, of Vancouver, whose poems will be published in the autumn. Charley Royal is the business manager of a most successful stock company that has for many months been playing to packed houses in their own theatre in Vancouver. He is himself an actor and has written many successful plays. The number of poems he has written runs up into the hundreds. He has an extraordinary faculty for producing verse that touches responsive chords in human hearts and is equally successful with humorous poems.

The collection is bound to be a success in book form. Here are two little poems that will be in the volume:

Real Philosophy

The cheapest thing in all this world is
just a little smile;
A gentle word don't cost a cent, but, my,
it's worth the while;
A friendly deed to one in need ofttimes
will change careers;
The kindness of "one minute's time"
will live for many years.

If every cent you've ever "spent"
brought interest while you live,
It couldn't bring you half the joy of one
lone dime you "give";
So open up that old grouch bag, help
others while you can,
And every minute of your life you'll feel
you've been a man.

"The Wash Out"

By Chas. E. Royal

An old maid's lonely night gown
Hung upon the back yard gate,
It flirted with the breezes,
Trying hard to win a mate.
But one dark night a gust of wind
Sent by the hand of fate
Blew a bachelor's silk pyjamas
On that same old back-yard gate.
The combination on the gate
Was gone next day at dawn,
And the shirts began to carry "tails"
Of an elopement on the lawn.
Now, time works many changes,
So all the gossips state,
For now you'll find
"Small dollie clothes"
On that same old back-yard gate.

COL. JOHN BUCHAN

Col. John Buchan has been acting as special correspondent at the front, where he has done work of which the entire press is proud. His war copy has been free from highly-colored passages, and it was with calmness, dispassion, and in pellucid English that he recorded happenings. Simultaneously with his work in the field, Colonel John Buchan has been writing "Nelson's History of the War," "Thirty-Nine Steps," "Greenmantle," and this month his latest book, "Mr. Standfast," is announced for publication by Hodder and Stoughton Ltd., Toronto.

In this enthralling present-day romance, Dick Hannay, the hero of "Greenmantle" and "The Thirty-nine Steps," makes a welcome re-appearance. This group of Buchan's books might well be featured together in the way of display and newspaper advertising by booksellers.



COL. JOHN BUCHAN.

AIR MEN O'WAR

Boyd Cable's new book is "Air Men O'War," which is of extra importance by reason of the fact that it is by one who has constantly seen the war as an active participant.

IMPERFECTLY PROPER

"P. O. D.," the humorist whose weekly effusions in Toronto "Saturday Night" delight so many readers, is giving us a collection of these humorous articles in book form. The volume will appear in the autumn under the title of "Imperfectly Proper."

McClelland & Stewart have taken over for Canada the Ralph Waldo Trine books.

BEST SELLING BOOKS IN CANADA

Fiction

	Points
1. Sky Pilot of No Man's Land. Connor	144
2. Dawn. Porter	62
3. Jungle Tales of Tarzan. Burroughs	52
4. Four Horsemen. Ibanez	48
5. Midas & Son. McKenna	
6. Desert of Wheat. Grey	17

Non-Fiction

1. Sir Wilfrid Laurier. McArthur	49
2. In Flanders' Fields. McCrae	45
3. Dere Bill. Summers	29
4. The Clash. Moore	26
5. Twentieth Plane. Watson	16
6. That's Me All Over. Mable. Streeter	13

ENGLISH BOOK TRADE NOTES

"The Book of Ethel," a new novel by Coralie Stanton and Heath Hosken. These popular collaborators break fresh ground. A woman unhappily married and self-freed, tells in her own words the tragedy of her life, and how she ultimately realizes her destiny.

H.R.H. Princess Mary has added to her library a copy of R. H. Lindo's popular and amusing book, "With Love From Daddy."

"The Twin Soul of O'Take San," by the Baroness Albert D'Anethan; "Adventurous Anne," by E. Everett Green; "The Death Gamble," by Geo. R. Sims; "Brother Rogue and Brother Saint," by Tom Gallon, are now available in 2s. 6d. reprints.

A new edition of "The Kreutzer Sonata," by Leo Tolstoy, will be ready shortly.

CANADIAN COPYRIGHT

The new Canadian copyright legislation is in abeyance awaiting a settlement of the differences between the rival positions taken by representatives of the Canadian publishing interests in regard to the manufacturing clause, frequently referred to as the "printing clause," requiring complete manufacture in Canada to obtain copyright.

In this connection it was stated in the last issue of BOOKSELLER AND STATIONER that this clause, if adopted in the Act, would prohibit the importation of small editions into Canada, but this is not the case, the provision of the proposed Act being that in order to obtain Canadian coypright a book must be manufactured in Canada, and in the case of copyright being granted, this of course would preclude the importation of such books into Canada from other countries. But in the case of there being no Canadian copyright applied for, as in the case of quantities too small to warrant such action, the trade will be able to import as at present without any restriction.

This Industry's Growth Aids Trade

"AUTOMOTIVE" LIBRARY

Busines books are to the fore in the book business these days and in this connection due attention should be given by all bookellers to the unusual opportunity for increased book sales that is afforded by continual expansion of the trade in all types of motor vehicles, for pleasure, for commercial purposes and for agricultural use.

Bright Outlook For Still Greater Sales of Books Relating to the Automobile Industry.

THE automobile industry, its present extent and its prospective development, carries significance for the bookselling trade that is coming to be appreciated more and more by the far-seeing among the booksellers of this and other lands, and the proof of this postulation is afforded by the rapidly-mounting sales of books on automotive subjects. It is good business, therefore, for the members of the book trade to check up with the forthcoming season's prospects for the automobile industry itself, chances for still further increases in the selling of such publications.

Automobile dealers everywhere regard the summer of 1919 as a season of great sales promise, and there are good and logical reasons for their optimism. The pendulum of business is fast swinging back to normal, weighted as it is by an unparalleled national prosperity and a general tendency to keep money in circulation. The automobile dealer is justified in believing that he is to have his rightful share, especially after a period of curtailed production and the resultant decrease in car purchases.

In fact, a most casual analysis of general business conditions reveals a most remarkable opportunity for the automobile dealer. Any one of four well-defined influences, which now are bringing about a genuine revival of automobile buying on the part of present and prospective car owners, would have caused a decidedly upward bend to the sales curve.

The first of these influences is the unusually open winter with which we have been favored. According to the weather man we have had 38 per cent. the best of the winter averages Any .time that you beat the weather average to such an extent there's reason for rejoicing. Recall, if you can, any winter in which cars have been so generously used. And the more cars are used the more sales. In other words, if the year consisted alone of Aprils and Mays there would be no dull months in the automobile business. It is cold weather and snowblocked roads that cause a drop in motor car sales.

Secondly, the readjustment period, which was approached with more or less anxiety, has not proven such a nightmare as many pessimists predicted. There have been no business interruptions. On the contrary reliable mercantile reports show that a large percentage of established businesses enjoyed a decided increase during the first four months of 1919. Automobile sales have been encouragingly accelerated by general business conditions.

Thirdly, the days of patriotic self-denial are past. Many buyers, who would have purchased automobiles during 1918, did not do so because of the war and the demands made by war upon their pocketbooks. While we were engaged in smashing the Kaiser there were several Government edicts such as the establishment of gasless Sundays, which thousands of prospective automobile purchasers interpreted to mean: "Don't buy during war times." This and other restrictions were removed when the armistice was signed, but the ban was lifted on the approach of cold weather, and it took an open winter and the advent of spring to get pocketbook action from buyers.

The last of the four influences now at work is the normal and natural increase in the buying power of the country. There is that constant desire on the part of the people to progress, to ride better and farther each year, and never did the average person have more money with which to satisfy such a desire than now. The demand for better and more recreation is surpassed only by his obsession for greater business efficiency. Both of which mean more and better automobiles. Present conditions, in fact, are made to the order of the automobile dealer. If any there are who are faint-hearted, the success of the automobile shows of 1919 should renew his faith in the motor car. These shows established new records for business. They are the barometers for automobile sales.

Already deliveries, not sales, are the worry of the dealer. On the limitations imposed on car output, consequent on reconstruction, will prevent the year shattering all records.

As to Tractors

According to figures compiled by Dominion authorities, more than 8,000 tractors were shipped into Canada by United States manufacturers during December and January. During the year 1918, 21,691 American-built tractors were exported to Canada; 12,805 in 1917, and only 3,693 in 1916. Canadian tractor makers, however, are insisting on the replacement of the import duty, as but a few hundred tractors were made in Canada during 1918, chiefly because of American competition.

Window Display Idea

Every bookstore worthy of the name carries a stock of automobile books that will enable the bookseller to devise a goodly window display solely devoted to books and periodicals dealing with the different phases of this subject. To make the display of the books themselves more striking, thus attracting greater attention with consequently enhanced prospects for fostering sales, some plan might be worked out by means of the use of toy autos and character dolls to show a replica of an automobile race or an ordinary road scene introducing an element of humor such as a break-down or a "spotter" apprehending a speeder. The exercise of a little ingenuity is all that is necessary, and it should be a comparatively easy matter to devise something that will carry a particular local significance, thus still further enhancing the effect.

An important expansion of Canadian industry as the result of the extension of the British preference on Canada's manufactured products is a rapidly approaching reality. According to the "American Metal Market" a large number of American manufacturers are preparing to build factories in the Dominion. It is estimated that from $12,000,000 to $15,000,000 will be expended by Detroit automobile manufacturers alone at Windsor, Ont., and in the surrounding territory.

The General Motors Corporation is preparing to invest $6,000,000 at Walkerville, Ont. The Maxwell Motors Company, recently merged with the Chalmers Motor Company, is arranging to spend $1,000,000 for an extension to its Canadian plant. The Champion Spark Plug Company, Toledo, O., is now building a factory at Windsor, Ont., which will cost $300,000, and the Republic Motor Truck Company of Michigan has decided to locate a plant at London, Ont., building to begin at once. The Auto Specialty Company of St. Joseph, Mich., is about to invest $250,000 in Canada, while the Kelsey Wheel Company, Detroit, is making extensions to its Canadian plants which will double capacity. The Motor Protectors Corp., of Detroit, has also decided to build a plant in Canada. The Columbia Motor Company, Dodge Brothers, and the Hudson Motor Car Company are canvassing the situation with a view to locating plants in the Dominion.

All this increased activity spells still greater circulation of books and periodicals relating to motor topics.

AUTOMOBILE ENCYCLOPAEDIA

This year's issue, the ninth edition of Dyke's Automobile Encyclopaedia is ready, and is, if anything, even more than usually replete with information about electric repair and ignition subjects. Airplanes and the new Liberty motor also come in for attention. The "pilot tube" or "plain tube" system in carburetion is clearly explained, as is, also "hot-spur" carburetion, kerosene as fuel, and other vital questions of interest to all owners of motor cars or men connected with the trade.

Selling Points About Timely Books

IDEAS FOR ADS

The careful reading of the book advertisements in this issue and these paragraphs about various titles will suggest many points that may be used for advertising books in the local newspapers.

A Brief Digest of the Outstanding Features of Many of the New Books and Some Older Titles

HOW AND WHAT TO READ

The title of this book sounds like a large order for a small volume, but it is a case of multum in parvo. It is an issue of Williams & Norgate of London. The book, which has 176 pages, is designed as a guide for those forming a library or seeking help on some special subject.

General information is given in 12 readable chapters, specific guidance in bibliographical lists, carefully selected and systematized.

Ancient and modern literature, works of reference, history, the sciences and religion have their places; fiction and recreative reading take their place in the plan, while considerable attention is given to citizenship and reconstruction. The author, Reginald Buckley, who was for five years assistant-editor of a well-known literary weekly, is both by sympathy and training well fitted for his task.

A SHORT STORY TEXT-BOOK

The vogue of the short story gains favor steadily and now we have books that are primarily intended as studies of the business of writing short stories. The annual volume, "The Best Short Stories," compiled by Edward J. O'Brien, now has a companion text-book of over 200 pages, in which Blanche Colton Williams, Ph.D., analyzes each one of the twenty stories in Mr. O'Brien's collections, showing the problem that the author set for himself, and wherein he has failed or succeeded. For booksellers this is a book that requires specialization, but every dealer should be able to place a goodly number of copies of "How to Study the Best Short Stories." It is published by Small, Maynard & Co., Boston.

NEW ENGLISH WEEKLY

Jack O' London's Weekly is a new periodical established in London, England, by George Newnes, Ltd. It is edited by Wilfrid Whitten, formerly with "T. P.'s Weekly." Among the contributors to the first issue are H. G. Wells, Arthur Machen and Spencer Leigh Hunt.

THE ARROW OF GOLD

Joseph Conrad's new book "The Arrow of Gold" is a powerful romance concerned mainly with the love story of a young sea captain and a beautiful Spanish girl, Dona Rita, heiress to the fortunes of Henry Allegre, a strong supporter of Don Carlos de Bourbon, when, in the 'seventies Don Carlos made his historic attempt for the throne of Spain. The scene of the romance is mainly Marseilles and the Spanish Coast. In the character of the heroine, Dona Rita, Mr. Conrad has conceived a singularly fascinating figure and never, not even in "Victory," has he written a story so direct and so moving. Given the theme, the characters, the romantic setting and Mr. Conrad's wonderful handling of all, this story will probably come to be regarded as a definite landmark in the work of one of the greatest living masters of English prose.

THE SOUL OF WEALTH

There has been much talk especially by those who are rather less than more informed upon the subject, about the Church, its failure, opportunities and so forth. The war undoubtedly brought to light defects in the organization of the Church, but has shown how great was the need of its soul and efforts in the true development of our national life. There is to be published a shilling edition of Canon Partridge's effective little book, "The Soul of Wealth," which points a particular opportunity of the Anglican Church in these re-constructive days.

BERESFORD'S NEW BOOK

Now that the war is over, a great many people are asking for something light and entertaining to read—something that has nothing whatever to do with the war. As if in answer to this demand there was published last week J. D. Beresford's "The Jervaise Comedy," a charmingly written bit of humor, which is calculated to put anyone into the best of spirits; a book which is exactly what its title implies, a comedy abounding in amusing situations and introducing a number of delightful people. absolute accuracy and interchangeability.

DOUGHBOYS IN ENGLAND

"The Last Million," by Major Ian Hay Beith, tells of the discovery of that remote island, England, by the untraveled doughboy from America. The strangeness of it all in England—the new customs, the change of food, the different temperaments — and the stranger strangeness of it all in France is a strong part of Major Beith's theme. No man is better qualified to handle the subject of the interchange of impressions and influence between the Yank and his brother-fighters, Monsieur Poilu and Mr. Thomas Atkins. Since the beginning of the war Major Beith has been one of the surest interpreters of Europe to America and of America to Europe.

STUDY OF FRENCH

"French and English Commercial Correspondence," published by E. Barlborough & Co., London, is a little book, which has succeeded in condensing into a handy compass what many more pretentious volumes have attempted on a larger scale. Though its authors are modest in not claiming to provide a letter covering every business contingency, yet a wide range of everyday commercial letters, written in correct style, and divided into appropriate sections, is to be found within its pages. In addition is an alphabetical list of commercial abbreviations, and the tables of money, weights and measures, etc., it will make a useful companion to the business man's desk, and fully merits the success every valuable addition to an up-to-date commercial library deserves.

"French by Home Study," by J. Lafitte, B-es-L, comprises three companion volumes consisting of "French Self-taught," "French Grammar," and the Key. The sequence of three books provides an easy road to acquiring a practical knowledge of the French tongue, an asset which is likely to be of tremedous value to the younger commercial generation. In "French Self-Taught," is a comprehensive selection of words, phrases and sentences, questions and answers required in ordinary life, in the home, in business, travelling, sight seeing, recreation, etc., classified according to subject. "French Grammar Self-Taught," describes the grammar of the language in a clear and easily understood manner, and the lessons have been arranged progressively. The author has been wise in providing a tabular arrangement of the irregular verbs which greatly enhances the utility of the volume. The Key to the exercises is both necessary and useful for the self-taught student, and is equally handy for the teacher. The author has the benefit of many years' successful teaching experience. This is another publication of E. Marlborough & Co.

CLEMENCEAU'S IDEALS

Jos. M. Cabe, in his new book"Georges Clemenceau," tells the story of the life and of the ideals of the Tiger of France, who in this strenuous age of young men, is, despite his 77 years, represented as being the strongest man in Europe in will and intellect. Incidentally, the book plays up prominently the "rationalism" of Clemenceau, which is significant in that this book is an issue of the Rationalist Press of Watts & Co., of London.

Monthly Record of New Books

Published by Firms Established in Canada

THE COPP, CLARK CO.

Fiction

The Further Adventures of Jimmie Dale, Frank L. Packard, cloth, $1.50; The Vinegar Saint, Hughes Mearns, cloth, $1.50; The Day of Glory, Dorothy Canfield, cloth, $1.00; Nomads of the North, James Oliver Curwood, cloth, $1.50; Alice Sit-by-the-Fire, J. M. Barrie, cloth, $1.00; The Harbor Road, Sara Ware Bassett, cloth, $1.50.

Non-Fiction

Holland of To-day, George Wharton Edwards, cloth, $7.50; The Book of Chicago, Robert Shackleton, cloth, $3.00; Robert Shackleton, leather de luxe, $7.50; The Book of Boston, Robert Shackleton, leather de luxe, $7.50; The Book of Philadelphia, Robert Shackleton, leather de luxe, $7.50; The Book of New York, Robert Shackleton, leather de luxe, $7.50.

Juvenile

Babs at Birchwood, Alice Ross Colver, cloth, $1.35; The Little Lead Soldier, A. Franchi, cloth, $1.50; Captain Lucy in France, Alice Havard, cloth, $1.50; Beth Anne Goes to School, Pemberton Ginther, cloth, $1.35; Margery Morris, Mascot, Violet Gordon Gray, cloth, $1.35; Kent of Malvern, T. Truxton Hare, cloth, $1.50; Fighting With the U.S. army, Capt. C. A. Botsford, C.E.F., cloth, $1.50; Little Maid of Old Philadelphia, Alice Turner Curtis, cloth, $1.25; Trudy and Timothy Out of Doors, Bertha Currie Porter, cloth, $1.25; The Story of Porcelain, Sara Ware Bassett, cloth, $1.

S. B. GUNDY

Fiction

Diamond Pin, Carolyn Wells, cloth, $1.50; Birds of a Feather, Marcel Nadaud, cloth, $1.35; Charmed American, George Lewys, cloth, $1.50.

Non-Fiction

The Resurrected Nations, Isaac Don Levine, cloth, $1.60; Abraham Lincoln and The Practical Mystic. Francis Grierson, cloth, $1; Hearts Courageous, J. Oxenham, paper, 50 cents.

Juvenile

Tales and Tags, Rhymes by A. J. L., cloth, $1.

HODDER AND STOUGHTON, LTD.

Fiction

The Girl Next Door, Ruby M. Ayres, $1.35; A Servant of Reality, Phyllis Bottome, $1.35; Tale of Mr. Tubbs, J. E. Buckrose, $1.50; The Red Hawk, A. G. Hales, $1.35; The Imp, Wilson MacNair, $1.35; Land Girl's Love Story, Berta Ruck, $1.50; Master of Moose Horn, Theodore Goodridge Roberts, $1.35; Shadow of the Past, F. E. Mills Young, $1.35; Where Angels Fear to Tread, A. G. Hales, $1.35; Flower of the Lily, Baroness Orzcy, $1.50.

Non-Fiction

Grand Fleet, Admiral Jellicoe, $6; British Campaign, Vol. 4, Sir Arthur Conan Doyle, $2.

Juvenile

The Innocents, Alfred Hachard, $2.50; Cockyolly Bird, Mable Deremer, $1.50.

THE MACMILLAN CO.

Fiction

The Hills of Desire, R. A. Maher, cloth, $1.50; The Jervaise Comedy, J. D. Beresford, cloth, $1.50; The Rising of the Tide, Ida M. Tarbell, cloth, $1.50; The Story of a Backwoods Police Dog, C. G. D. Roberts, cloth, $1.50; Mildred Carver, U.S.A., Martha B. Bruere, cloth, $1.50.

Non-Fiction

Some Suggestions in Ethics, B. Bosanquet, cloth, $2; International War, O. T. Crosby, cloth, $4; The Teaching of Science, J. F. Woodhull, cloth, $1.35; English Literature During the Last Half Century, J. W. Cunliffe, cloth, $2; Human Conduct, C. C. Peters, cloth, $1.30; An Introduction to the Study of Science, Smith & Jewett, cloth, $1.60; The Song of Three Friends, J. G. Neihardt, cloth, $1.25; The Book of Cheese, C. Tjom and W. W. Fisk, cloth, $2; A Manual of Home-Making, M. Van Rensselaer, cloth, $2.60; Principles of Accounting, Paton and Stevenson, cloth, $3.50; Our Immortality, D. P. Rhodes, cloth, $2.15; Conscience, Creeds and Criticism, C. W. Emmet, cloth, $1; Liberal Judaism and Hellenism, C. G. Montefiore, cloth, $2; The Gospel of the Cross, J. R. Coates and Ors, cloth, $1.50; Christian Liberty, H. H. Henson, cloth, $2; Wake Up, Canada! C. W. Peterson, cloth, $2; Karma, A Reincarnation Play, Blackwood and Pearn, cloth, $2; Faith and Freedom, C. H. S. Mathews and Ors, cloth, $2; A Study of Calvin, A. Menzies, cloth, $3.50; Essays in Romantic Literature, Wyndham, cloth, $4; A Commentary to Kant's Critique of Pure Reason, N. W. Smith, cloth, $7.50; The Candle of Vision, "A. E.," cloth, $2; The Whole Truth About Alcohol, G. E. Flint, cloth, $1.60; Airy Nothings, G. Gordon, cloth, ; Social Welfare in New Zealand, H. H. Lusk, cloth, $1.90; Constructive Rural Sociology, J. M. Gillette, cloth, $2; The Psychology of Management, L. M. Gilbreth, cloth, $2.25; The Wild Swans at Coole, W. B. Yeats, cloth, $1.25; Village Improvements, P. T. Farwell, cloth, $1.50; On the Face of the Waters, Steele, cloth, $1.60; Preparing the Way, F. Streatfield, cloth, $1.65; Fighting for Sea Power, H. W. Household, cloth, 60c; A Remembrance, H. B. Swete, cloth, $2; A Sporting and Dramatic Career, A. E. T. Watson, cloth, $4; Principles of Chemistry, J. H. Hildebrand, cloth, $1.75; On Society, Frederic Harrison, cloth, $4; Literary Recreations, A. K. Cook, cloth, $2.50; Education by Violence, H. S. Canby, cloth, $1.60; War and Revolution in Russia, B. Gourki, cloth, $4; Escape and Fantasy, G. Rostrevor, cloth, $1; Prophecy and Authority, K. Fullerton, cloth, $1.60; The New Opportunity of the Church, R. E. Speer, cloth, 60c.

McCLELLAND & STEWART LTD.

Fiction

The Soul of Susan Yellam, Horace Annesley Vachell, $1.50; Simple Souls, John Hastings Turner, $1.35; White Horse and the Red-Haired Girl, Kenyon Gambier, $1.50; The Honor of the Clintons, Archibald Marshall, $1.75; Spears of Destiny, Arthur D. Howden Smith, $1.50; Claire, Leslie Burton Blades, $1.50; Big Flat, Henry Oyen, $1.50; The Wicked Marquis, E. Phillips Oppenheim, $1.50; The Fire Flingers, William J. Neidig, $1.50; Love Stories, Mary Roberts Rinehart, $1.50; Flexible Ferdinand, Julie M. Lippmann, $1.50; The Strange Case of Cavendish, Randall Parrish, $1.50; Wooden Spoil, Victor Rousseau, $1.50; Patricia Brent, Spinster, Anonymous, $1.50; The Eyes of The Blind, Arthur Somers Roche, $1.50; Oakwood of the Secret Service, Valentine Williams, $1.50; The Thunder Bird, B. M. Bower, $1.50; Miss Maitland, Private Secretary, Geraldine Bonner, $1.50; The Secret City, Hugh Walpole, $1.50; Beckoning Roads, Jeanne Judson, $1.50; Diverging Roads, Rose Wilder Lane, $1.50; Blind Alley, W. L. George, $1.75; Midas and Son, Stephen McKenna, $1.50; The Emblems of Fidelity, James Lane Allen, $1.25; Why Joan?, Eleanor Mercein Kelly, $1.50; The American, Mary Dillon, $1.50; Nixola of Wall Street, Felix Grendon, $1.50; Civilization, Tales of the Orient. Ellen N. LaMotte, $1.50; Mockery, Alexander MacFarlan, $1.60; Ma Pettengill, Harry Leon Wilson, $1.50; Candles That Burn, Aline Kilmer, $1.25; The Rocking Horse, Christopher Moreland, $1.25; The Redemption of the Disabled, Garrard Harris, $2; The American Hunting Dog, Lieut. Warren H. Miller, $2; In Tune with the Infinite, Ralph Waldo Trine, $1.50; The New Alignment of Life, R. W. Trine, $1.50; This Mystical Life of Ours, R. W. Trine, $1.50; The Higher Powers of Mind and Spirit, R. W. Trine, $1.50; The Land of Living Men, R. W. Trine, $1.50; What's all the World A-seeking, R. W. Trine, $1.50; In the Hollow of His Hand, R. W. Trine, $1.50; The British Revolution and the American Democracy, Norman Angell, $1.50; Lilies White and Red, Frances Wilson Huard, $1.50; Building the North. J. B. MacDougall, $2; Fighters for Peace, Mary R. Parkman, $1.50; Ten Years Near the German Frontier, Maurice Francis Egan, $3.

Juvenile

Bob White (Bedtime Story Books), Thornton W. Burgess, 50c; Ol' Mistah Buzzard, T. W. Burgess, 50c.

Fiction

Tam o' the Scoots, Edgar Wallace, cloth, $1.50; Pearl Island, Henry C. Rowland, cloth, $1.50; Booty, Douglas Grant, cloth, $1.50; A Pagan of the Hills, Charles Neville Buck, cloth, $1.50; Shadow Mountain, Dane Coolidge, cloth, $1.50; The Moonlit Way, Robt. W. Chambers, cloth, $1.50.

The Musson Book Co., Ltd.

Fiction

The Cup of Fury, Rupert Hughes, cloth, $1.75; Red of Surley, Ted Robbins, cloth, $1.50; Christopher and Columbus, cloth, $1.50; Twelve Men, Theodore Dreiser, cloth, $1.75; The Paliser Case, Edgar Saltus, cloth, $1.60; The Cricket, Marjory Benton Cook, cloth, $1.50; Travelling Companions, Henry James, cloth, $1.75.

Non-Fiction

Mother's Love in Action, Prudence Bradish, cloth, $.35; What We Eat, Philip B. Hawk, cloth, $1.35; Bolshevism vs. Democracy, John Spargo, cloth, $1.50; Opportunities in Farming, Edward Owen Dean, cloth, 75c; Opportunities in Chemistry, Edward Owen Dean, cloth, 75c; How to Study the Best Short Stories, Blanche Colton Williams, cloth, $1.50; The Erotic Motif in Literature, Albert Mordell, cloth, $1.60; The Knack of Managing, 3 vols., cloth, $2.00 net.

Juvenile

The Pie Party Bubble Book No. 5, Ralph Mayhew, $1.25.

PERSONAL HYGIENE

Personal hygiene is a subject that deserves the practical attention of the bookseller to the extent of keeping posted and properly stocked up with books coming under this heading, and they should be exploited by effective advertising, including window displays and show cards, directing attention to such books.

In this connection it is interesting to chronicle these new issues.

"The Woman of Forty," by Dr. E. B. Lowery.

"The Health of the Teacher," by Dr. W. E. Chancellor.

LONG YEARS AGO STORIES

An addition to the worthy series of Henry Altemus Co., known as "Wee Books for Wee Folks," comes "The Long Ago Years Stories."

This a is a series of books for children, especially adapted for Christmas or birthday gifts. They are beautifully and profusely illustrated in colors, printed from large, clear type on fine paper, and daintily, yet durably, bound.

"Uncle Sam's Boys With Pershing's Troops at the Front," just published, is the seventh volume in "Altemus' Boys of the Army Series." The many readers of the previous issues in this series will greet the publication of this new volume with enthusiasm. In this book, as in its predecessors, a romantic atmosphere is thrown around the boys of the army with the thrilling plots that boys love. It is of course a book that is of especial interest for U.S. boys.

A "WINNER"

W. J. Avery, sales manager of the standard books and reports department of the A. W. Shaw Co., Chicago, writes as follows, acknowledging receipt of a copy of the annual spring number of BOOKSELLER AND STATIONER.

" 'The Bookseller and Stationer and Office Equipment Journal' looks very good I think. I feel that you have a winner in this publication, and shall be very glad to see other copies of it."

BELGIUM

One of the year's outstanding works is the two-volume "Belgium" by Brand Whitlock. This is a human document dealing with the very heart of the war, and as such has a value even beyond the known prestige of Whitlock as a publicist and author, and because its appeal is an international one affecting all the world.

her "Martha" books, but with the same irresistible appeal.

Henry Oyen, in "Big Flat," tells a story of the great open spaces, the tamarack, the roaring river, with all the appeal of the great primeval.

"Spears of Destiny," by A. D. H. Smith, is a story of adventures in the East at the time of the first capture of Constantinople in the fourth century.

"Wooden Spoil," by Victor Rousseau, is a good, clean tale of the Quebec lumber country.

Ellen N. La Motte's book, "Civilization: Tales of the Orient," is a brilliant performance in creative writing.

Robert Cortes Holliday's "Walking Stick Papers" is a book of such merit that it is being used as a text-book in an Indian college.

"Love Stories" and Midas & Son," have both gone into second Canadian editions.



Display of books on a book rack that displays 1,000 books with four hundred in plain view and reserve stock space for 2,000 to 3,000 titles.

"The Mystery of Ah Jim," by Captain Charles Gilson, is a new book. Boys and old boys simply revel in such tales as this exciting story of the Chinese underworld and piracy and adventure in Eastern Seas. It introduces Mr. Wang, Chinese detective.

Announced for May publication is a new book by H. C. Witwer under the title of "A Smile a Minute." This new book of humor relates the story of Ed. Harmon, the hero of "From Baseball to Boches," one of the best sellers of 1918, now that he is "back home."

A new volume in the woodcraft series is "Woodcraft Boys at Sunset Island," which ably depicts the pleasures of a summer in the woods.

"Flexible Ferdinand," by Julie Lippmann, is a book entirely different from

"Patricia Brent, Spinster," the anonymous novel of war-time London, has been translated into Swedish and Danish-Norwegian. Negotiations are pending for Dutch and French translations. It is also being filmed. The persistently mysterious author will have a new book ready in September.

HORSES

"Modern Horse Management," by Major R. S. Timmins, D.S.O., of the Royal Canadian Dragoons, is a most valuable contribution to equine literature.

SIMPLE SOULS

John Hastings Turner has produced a remarkable novel in "Simple Souls," which is a gripping tale, having the additional merit of presenting a fund of irresistible humor. It is full of constant surprises and comedy situations.

Canada's Large Per Capita Fire Loss

FIRE!
If Canada has the greatest fire loss in the world in proportion to population, something should assuredly be done in the way of reform and this question is to be taken up by the Canadian Credit Men's Association.

Dominion Fire Chief Says Fire Chiefs Are Remiss in Enforcing Fire Laws—Remedial Measures Proposed

SOME rather serious allegations were made by J. Grove Smith, of Ottawa, Dominion Fire Commissioner, at a meeting of the members of the Canadian Credit Men's Association.

In pointing out that seventy-five per cent. of the fire loss is caused by five per cent. of the fires, he made the statement that his department can, if given a free hand, reduce the huge fire wastage in Canada by fifty per cent. in three years.

"The million dollar fires are in million dollar buildings every time," he said. "Our campaign must be directed against the business men. It is no use teaching women and children to guard against fire. The woman who upsets a lamp in a cottage is not the party responsible for our huge losses. The great losses come in our business buildings, and they come because we are not concentrating our legislation. There are too many statutes and the result is a scattering of effort. No one is responsible.

Use Their Influence

"There are too many influential citizens among the business men who use their influence. Talk about a fire chief attempting to enforce fire laws. It is absurd when you stop to consider that so many of these appointments are made the way they are through political "pull," and that fifty per cent. of the officials who are supposed to enforce the laws are unable to do so because of influences that can bear upon them through lodges or politics. Permissive legislation has proven itself useless in dealing with this big matter. Investigating fires after they have occurred is useless. The thing to do is to prevent them. We must revise our methods and concentrate on this work. Ninety-nine per cent. of the cause of fires is fully realized by nine-tenths of the people. In several of the provinces the work to further fire prevention has not progressed because there have not been sufficient funds."

All Are Affected

Mr. Smith pointed out that every fire loss that occurs in Canada affects every individual from Halifax to Vancouver.

"Because it puts an indirect tax upon us all so that many do not realize, we bear it willingly," he said. "But the tax is there none the less. It is part and parcel of every commodity. Every loaf of bread for intsance is insured from the time the wheat is gathered on the prairie or field until it arrives on the consumer's table. Insurance is merely an indemnity. We should keep that in mind. It does not restore loss once it has occurred. Insurance cannot bring back the building or the stock that has vanished in smoke. Education in regard to fire prevention has been left too much to generalities. There have been a few items sent to the newspapers urging women and children to be careful with matches or telling men not to throw cigar stubs away carelessly, and all that sort of stuff. It is all right as far as it goes, but we are not getting anywhere by this work. We must get a bigger conception of the work. Since Confederation, no less than $350,000,000 worth of Canadian property has fallen a prey to the flames. When you add to this our expense for insurance, the cost of water supply systems, and the maintenance of fire departments, it means that it has cost us in the neighborhood of $900,000,000. The unfortunate thing about it all is that our losses are steadily increasing.

Huge Canadian Loss

"Canada, with a population of only eight and a half million people, has the highest per capita fire loss in the world; that is $4.25. We have been and are still careless of our wealth. We are squandering without any regard for the people of the future and their needs. Our enormous forest fire losses should teach us this lesson alone. The time has come when we must conserve. It is of vital importance to every one of us to stop these losses. The future of Canada depends to a large extent upon our industrial efforts. We are not by any means finished yet with commercial rivalry from Germany and Austria. There are other nations to consider also. Our manufacturers will have to compete against keen competition, and one of the drags upon their progress is this indirect tax on everything due to fire losses. It is our duty to-day to conserve and protect to the fullest extent the magnificent heritage Canada has. We have been doing just the opposite.

Applying Palliatives

"Instead of going directly to the root of the trouble we have been applying palliatives. We must go to the source of the trouble as quickly as possible. Teaching children in schools is good work; telling the women to be careful with matches is good work, but the big losses are in our business districts. From a community point of view, if a man's premises are a fire hazard the community should have sufficient interest in the matter to make him remove the menace by making improvements. We have legislation. There is Dominion law and Provincial law, and municipal statutes. No one is responsible, and we are getting nowhere. There is too much division of authority and the laws are not being enforced. In a broad sense all fires are local. They come right down to us as individuals every time. We have, I suppose, about 4,000 fire halls and departments in Canada. What we want is that these men should be sent out to prevent fires before they start. Splendid work can be done in this direction. These firemen should inspect and advise property owners and reduce to a minimum the possibilities of fires starting. It takes trained men to get the best results in this work, and the men who do it should be efficient."

Hits the Agents

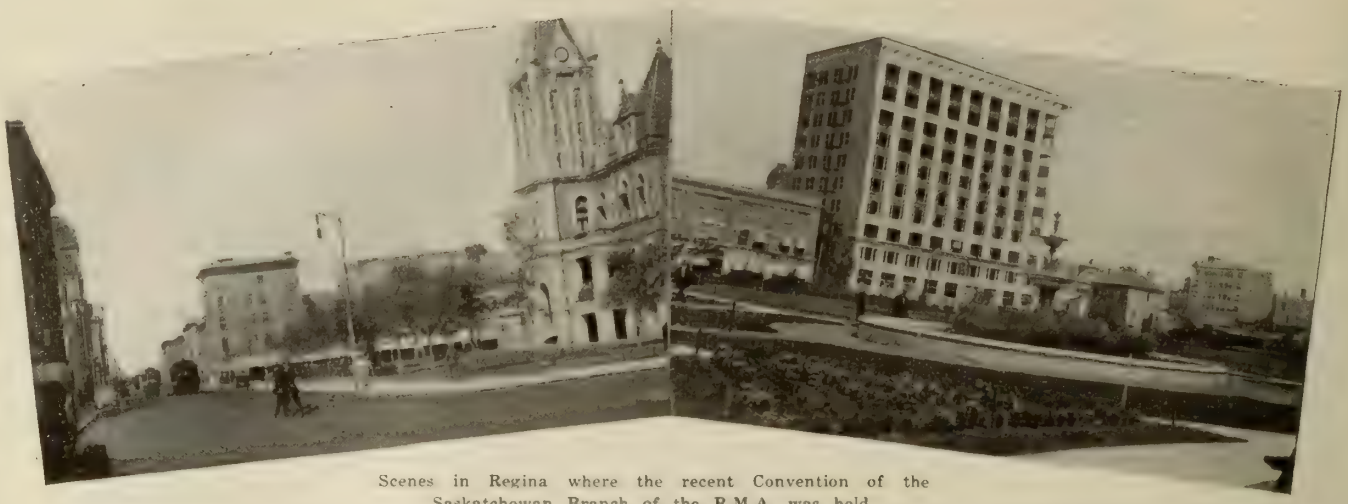
Mr. Smith stated that there are between 20,000 and 30,000 fire insurance agents in Canada. He declared that they were not as a whole giving the public the service which was to be expected from the premiums paid.

"There are too many of them have side lines," he said, "or insurance is a side line with them. Street car conductors sell insurance, and any number of other individuals. Agents should be licensed on the basis of their qualifications.

"Canada has the heaviest per capita fire loss in the world and Ontario has the heaviest loss in Canada. We must do something. As matters stand now it is not sufficiently centralized to secure efficiency, and the local enforcement is affected by political or other influence. If given proper support our department can reduce Canada's fire losses in three years by fifty per cent. We must have some way of overcoming political or other influence. One way perhaps is to amend the criminal code so as to make it possible for any one who causes fires by negligence to be prosecuted in the proper courts. I do not think if we had this law that we would need to invoke it, but it would be there in case it were needed."

Mr. Arthur Hewitt, of the Ontario Fire Prevention Leauge, spoke of the fire waste in Ontario and also mentioned the Arson Trust in the United States, an organization which, it is stated, defrauds the insurance companies out of $8,000,000 yearly by deliberately-planned fires.

The insurance committee of the Credit Men's Association will discuss the fire prevention question shortly and recommendations will probably be made in line with some of Mr. Smith's suggestions.



Scenes in Regina where the recent Convention of the Saskatchewan Branch of the R.M.A. was held.

LESSONS FROM THE WEST

AT the present time the eyes of the Retail Merchants of Canada are turned toward the West. Out in that country west of the Great Lakes the organized retail merchants are becoming a strong factor. The convention that has recently closed at Regina, at which were represented the merchants from all parts of Saskatchewan and outside points as well, is but an indication of what may be expected at the Manitoba Convention to be held in Brandon within less than a month's time. The merchants of all those provinces, clear through to the Pacific, are exerting themselves to become better merchants, to keep pace in every way with the marvelous developments of that great country.

At the present time the West is faced with serious problems. There are strikes and rumors of strikes in the air. Serious as these conditions may be, they are still indicative of real growth, a growth into a larger viewpoint that must ultimately come to Capital and Labor alike.

But these are only passing phases that will be forgotten before long. All the time the country is prospering.

Her fabulous wealth, as represented by her endless wheat fields, not only means money for the conduct of industry, but means food for a hungry world. Her mines and forests and fisheries are hardly surpassed throughout the world. It is a big country with big ideas and ideals, and its merchants are measuring up to their opportunities. Their activities are well worth watching.

Will Appoint Western Board

Saskatchewan Convention Accepts New Basis of Constitution—Four Provinces Represented by Western Board—Ottawa Office Unsatisfactory—Favor Half Holiday—Oppose Bank Mergers.

REGINA, Sask.—One of the most important resolutions adopted in the early sessions of the sixth annual convention of the Saskatchewan Retail Merchants' Association, was that providing for the acceptance of the basis of the constitution as it now exists, it having been altered by the Dominion Executive at Ottawa to provide for the compulsory appointment of a Western board representative of the four Western provinces, and the optional appointment of an Eastern board comprising the Eastern provinces. Settlement will be made by the new executive for the per capita tax which the association has been holding back for the past year, pending a settlement of this difficulty. A Dominion Secretary will be elected by the Western board and will have no vote.

The passing of this resolution followed an exhaustive report by J. J. Polson, on the recent Dominion convention. The change in the constitution further provides that the Western board will be responsible for half the expenses of the Ottawa office and that Western members will pay their fees to the Western board, but until this board is formed fees will be paid to Ottawa.

While in Ottawa, Mr. Polson informed the Dominion board that there was a strong feeling that the Dominion office had been very unsatisfactory for some time and that if the trouble could not be traced to situations in the East which hindered the secretary, then that official should resign his office. Mr. Polson pointed out that the East had fought the change because the West would have charge of its own affairs, and because they did not want a board representative of all the Eastern provinces owing to the likelihood of encouraging friction.

NEXT CONVENTION AT MOOSE JAW IN JUNE, 1920

A motion was adopted by the convention establishing June as the month for the next convention, instead of in May. It was decided to accept the invitation of the City of Moose Jaw to hold the next annual convention in that city.

In the discussion following this report it was contended that as Saskatchewan was one of the strongest supporters of the Dominion organization, that it should therefore receive good service from Ottawa. Mr. Polson stated that the feeling between the East and West was becoming more harmonious and that representatives of the West can get from the Dominion executive anything which is reasonable.

"Eastern merchants are reasonable, and we have a chance to cement the retail trade of the whole country in a live, harmonious organization."

The Ottawa office had promised this year to hold the annual meeting in Vancouver, to assist the growing organization in that district. As it was impossible to arrange this matter at the last minute an alternative has been suggested, namely, to run a retail merchants' train from Halifax to Vancouver for a three-day conference. This is planned for August of this year.

J. A. Banfield of Winnipeg, president



A scene on Scarth Street, one of the main thoroughfares of the Convention City of Regina.

of the Dominion Retail Merchants' Association, confirmed the fact that Eastern Canada is now desiring to work in closer co-operation with the West.

"As a unit we will do something, but disintegration will get us nowhere," added Mr. Banfield.

W. C. Paynter, Tantallon, supported the motion, stating that unity of action cannot be secured unless the West is joined with the Dominion organization.

Favor Half Holiday

A great deal of discussion centered around a resolution empowering the new executive to secure legislation for a universal Wednesday half holiday throughout the year. The convention was in favor of this legislation and action will be taken to have Wednesday afternoon observed where it is the practice to observe a half holiday. The general acceptance of a half holiday is, however, optional. Moose Jaw delegates favored a half holiday throughout the year.

H. E. Sample, Kerrobert, suggested that the Government be asked to name a day to be universally observed in Saskatchewan. Another delegate thought it would be difficult to establish a certain day in a small town where the farmers have the habit of coming in whenever they take the notion. Other country merchants thought the matter should be left to the municipalities to set a day for the holiday.

G. W. Stockton, Carlyle, stated that in the country no one observes a holiday as is done in the city. He contended that the country customers must be accommodated and offered the suggestion of alternating the clerks on duty in the store in order to give them needed recreation. He added that the Grain Growers has passed a resolution asking country dealers to remain open to accommodate the farmer owing to a scarcity of farm help.

Price Hughes, Regina, pointed out that unless the association took action, a similar situation will arise here as in England, where inspectors have to be employed at big expense, to enforce the law.

W. C. Paynter amended the resolution, making the observance of the half holiday optional, but declaring Wednesday to be the day for the half holiday where a holiday is allowed by the Village Act. S. McMicken, Moose Jaw, thought the association should not seek Government action, intimating that this might cause trouble between the East and the West.

A straw vote of delegates present indicated that a compulsory half holiday in the summer was favored.

The association went on record as protesting against further bank mergers being permitted. It was pointed out that bank mergers were fairly numerous recently, resulting in credit passing into the hands of a few. A clause providing for the appointment of a special commission to investigate the whole financial situation of Canada was voted down. J. J. Polson was emphatically against the appointment of commissions to investigate anything under the blue sky.

Mr. Banfield followed in an address dealing with the problems affecting retail merchants. A vigorous attack was made upon the operations of the Canada Food Board, figures being quoted to show the enormous expense and burden that the board had been to the country and to the merchants, inasmuch as the license fees paid by the merchants financed the board. Mr. Banfield quoted the following figures from the report of the board: Total revenue in fees amounted to about $491,000. Of this amount $202,847 was spent in salaries; $52,000 in travelling expenses, $90,833 in printed matter and advertising, and $29,790 for office expenses.

Mr. Banfield declared that it took much of the time of the staff of the association at Ottawa to watch Director Thomson of the Canada Food Board, and his staff.

"A list of fifty-seven subjects is now before the Government for action," stated Mr. Banfield, adding that one of the important ones provided that the Garnishee Act. should apply to civil employees in future. This action was thought necessary to protect retailers, especially in view of the taking over by the Government of additional railway lines.

One Insurance Policy—One Business

Executive of R.M. Mutual Fire Ins. Co. Will Settle This Problem —Membership Necessary for Each Store to Get Protection at Present—No Increase in Risk Allowed

THE Wednesday afternoon session of the convention was devoted to the Retail Merchants' Mutual Fire Insurance Company, reports being given and officers elected. The financial statement showed the net insurance carried by the company to be $882,200; expenditure, $17,850.87; assets, $48,064.13; liabilities, $48,064.13. The total amount of insurance written during 1918 was $991,900,00 and policies in force, December 31, 1917, $554,935,70.

The election of directors resulted in J. C. Nichol, Radisson; and E. Wright, Kerrobert, being elected for a three year term and W. P. Ball of Assiniboia for a one year term.

A. E. Fisher, superintendent of insurance for Saskatchewan, gave a brief address on fire insurance, congratulating the R. M. Company on the low expense ratio and the low loss ratio shown. He emphasized the need of every merchant scrutinizing his policy carefully to eliminate any difficulty in making settlement. He stated that during the past year there had been a fire loss of $2,250,000 this being a per capita loss of over $3.

The question of whether merchants should be given protection on more than one store in return for the payment of insurance fees on a single membership in the association was discussed. At the present time a merchant must have a membership for each store in order to have each store covered by insurance in the Mutual company.

S. McMicken, Moose Jaw, opined that the R. M. A. was not so much for the individual but to help the store situation. He favored one policy—one business.

On the motion of S. T. Brown, Simpson, the matter was left with the executive committee to deal with.

OFFICERS FOR 1919

Following officers were elected for the following year:—

Honorary President—H. D. MacPherson, (men's furnishings), Regina.

President—S. McMicken, (grocer), Moose Jaw.

1st Vice-president—W. P. Ball, (general), Assiniboia.

2nd Vice-president—J. C. Nichol, (general), Radisson.

Treasurer—S. E. Fawcett, (hardware), Saskatoon.

Hon. Secretary—J. W. Creswell, (men's furnishings), Regina.

Constitution provides the Acting Secretary will be appointed by the Executive Committee.

J. J. Polson, 1st Vice-president of the Association last year, declined the office of President this year owing to the fact that his business is developing a wholesale department and he did not feel justified in standing for the office in a retail organization.

W. P. Ball was elected to represent the Saskatchewan Association on the Western Board, with the remainder of the Executive as substitutes.

NEW AND FORTHCOMING

Private Jack O'Brien, of the Canadian Expeditionary Forces, has written, "Into the Jaws of Death," telling of his experiences in a German prison camp. It is so good that a special edition is being issued, to be distributed at the expense of the city of Winnipeg.

C. Fox Smith, in "Sailor Town," a book of verse, presents vivid pictures of the dancing colors and fresh scents of the harbor, the rush of sea and wind, the cheery pathos of "outward bound," and of sailor's "homesickness." The same author's "Small Craft" is another equally appealing volume of sea ballads.

"Lilies, White and Red," Frances Wilson Huard's new book, presents tender and moving stories of an aged Frenchwoman and a little boy, who passed their days in the shadow of the alien despoiler.

Sask. R.M.A. Convention Great Success

Enthusiastic Gathering Starts Convention Off With Enthusiasm—Very Satisfactory Conditions Represented by Financial Statement—Money and Membership Both Increasing—Some Interesting and Important Discussions.

By Special Representative of Bookseller and Stationer.

EARLY Tuesday morning of convention week the delegates to the Saskatchewan convention of the Retail Merchants' Association began to arrive, and the convention hall presented a busy scene, marked by enthusiasm and high spirits, that promised well for the success of the gathering.

Early in the session some interesting questions were considered, and a brisk discussion, tinged with flashes of humor, was the order of the day.

Among the points discussed was the suggestion to hold the next convention at the Coast, a suggestion that was received with a good deal of favor on the part of many of the delegates, though the final decision was left to a lates session of the convention.

The prevalence of guessing contests in the West in connection with the retail store aroused a good deal of interest, and the methods of a firm located in Regina, which stages a gigantic guessing contest, was gone into in detail. It was shown that for the sum of $50 the merchant would be supplied with guessing coupons on a bowl of beans, either in Saskatchewan or Regina, depending on whether he was in the northern or southern portion of Saskatchewan. Although one large firm in Regina received their contract gratis in order to act as a bait to the rest, it is estimated that at least 500 dealers fell for the scheme to the tune of $50 apiece. If this estimate were correct it would appear that with the $25,000 realized Chevrolet cars could very well have been afforded, one for the south and one for the north. The infinitesimal chance of any one of the customers of drawing that car may be imagined. The convention recommended most strongly that the Government take whatever means necessary to make any kind of a straight guessing or gambling scheme in connection with business illegal.

The mail order houses were touched on when deprecating the fact that some manufacturers, though they depend on the legitimate retail trade for the major portion of their distribution, will still put the mail order houses on their jobbers' list, and thus assist in unfair competition with them.



MAYOR BLACK

of Regina, who welcomed the visiting delegates on behalf of the city.

Favor Credit Business Rather Than Cash

Considerable discussion was given to the problem of conducting retail business on a strictly cash basis. It seemed to be the consensus of opinion that this was strictly a matter for each merchant's individual decision. One speaker stated that while indiscriminate credit was, of course, absolutely ruinous, that a legitimate credit business can be done by those who keep closely in touch with all accounts, and that a pointblank refusal on the part of retailers generally to extend this accommodation to those of their customers who were good risks would simply be playing into the hands of the mail order houses. This was specially true as regards rural communities, in that farmers especially would find it very inconvenient to pay for each item as they received it; in fact, if they were required to do so, they would be more likely to use the catalog.

Loss on Gasoline

The hardware merchants and those of the grocers who operate gasoline stations complain that they have had great difficulty and considerable loss owing to the present system by which they buy their gasoline by weight and dispense it by the gallon. One retailer stated that the last filling of his five barrel tank, even though sold carefully, for checking purposes, showed him a loss of 15 gallons. One of the gasoline companies explained that the average merchant did not realize what a volatile substance petroleum product was. A change of 20 degrees F. in temperature resulted in a 1% diference in volume above or below 60 degrees F., at which temperature presumably the barrels were filled. The association would recommend as a remedy to this that the gasoline be sold by gallons, as the specific gravity explanations seemed to always break the wrong way for the retailer.

The members of the association apparently view with concern the number of bank mergers which have been effected in recent months, and seriously deprecate the concentration of capital and credit in the hands of a few.

To Make Weekly Half Holiday Provincial Enactment

It was also decided that the Government be approached with a view to making the weekly half holiday a Provincial enactment instead of, as at present, a local matter, the decision as to the most suitable day on which to close being, of course, left for settlement by local option.



Group of Delegates to the Saskatchewan Retail Merchants' Association, held in Regina, Sask., on May 13, 14 and 15.



H. D. McPHERSON

Retiring President of the Saskatchewan Retail Merchants' Association, who presided at the Convention in session at Regina last week.

The Address of Welcome

His Worship Mayor Black, in welcoming the delegates, stated that it had been his pleasure to welcome the citizens of the other prairie cities and municipalities on many previous occasions, and under the auspices of many different organizations. These "get together" movements, which had become so popular with all different trades and associations, were having no small effect in cementing all communities into a fellowship of good will and mutual understanding.

He stated that he felt sure that though the general public were greatly exercised concerning the high cost of living, and would eliminate all other persons except the consumer and the manufacturer, whom they generalized under the all-embracing title of "the middlemen," this convention, among other results, would tend to educate the public as to the valuable and very necessary service which the retailer, in every line of merchandising, gave for value received.

That day has passed in which anyone with the necessary capital can launch out into the retail business, be it grocer, hardware, dry goods, men's wear or any other line, and conduct it profitably and satisfactorily without practical experience. Each retail trade has become a science, and the successful merchant has learned that conventions such as this, and his trade papers, are the secrets of keeping up with the march of progress.

"You have much, gentlemen,to discuss. I am sure that we consumers demand much more service than we understand. We demand elaborate deliveries. We demand plate glass windows and expensive fittings. We demand our food put up in very artistic and very expensive manners. To give us what we want, and at the same time attempt to reach our ideas of what we should pay for it, is your very difficult problem. I am sure that these and many more problems will be nearer solution when this body have subjected them to their discussion."

The President's Address

H. D. McPherson, the president, in his opening remarks, expressed regret that the illness of A. A. Evans, honorary president, had made it necessary for him to discontinue his former business activities, and to seek a less rigorous climate.

After touching on the progress made in membership, Mr. McPherson continued: "One pleasing feature in this connection is the increased interest taken in our work by our members in general. They are more and more coming to look upon the association as a clearing house for all their troubles, as is evidenced by the ever-increasing amount of correspondence covering a great variety of subjects, some of which tax the ability of those of us expected to deal with them, to the limit. In order to meet this situation it has been necessary to increase the staff in the provincial office from time to time, until now eleven people, including the secretary, are employed and their time is fully taken up day in and day out. We also found it necessary last fall to engage the services of another organizer, whose full time is devoted to the Province of Alberta, thus giving our two men in Saskatchewan more time to talk over matters in general with our members in this Province. This makes a total of fourteen persons in the employ of the association, which fact in itself is some indication of the growth of the organization since the start of our work in 1913, at which time the secretary, with one stenographer, and an organizer, constituted the entire staff. In spite of these increases in staff and also slight increases in salaries, and although our membership fee has remained the same since 1915, when it was raised from ten to twelve dollars, we are still able to show a balance on the right side of the ledger.

"At our last convention the formation of District Advisory Committees was suggested, it being left with your executive to put the arrangement into effect, which was done. The Province was divided into four districts, and a chairman appointed in each district, with whom it was left to select his own committee, with the exception that a retail implement dealer was named in each case to act on the committee at the request of the executive of the Implement Dealers' Trade Section.

Better Organization Needed

"We feel, however," he continued, "that the time has come for a more complete system of organization, which involves the formation of district branches with a permanent paid secretary in charge of each branch, who will give his entire time and attention to the work of the association in his particular district. While this may mean an increase in the provincial membership fee, your executive is of the opinion that the returns from the improved service that will be available to the merchants individually and collectively, will far more than offset any additional cash outlay that may be necessary. An additional advantage will be that we will be able to get a better expression of opinion on any matter of importance with which we have to deal. The full details of this plan will be placed before you for your consideration during the course of this convention.

"At a meeting closely following our last convention, James Clinkskill and George Hazen, of Saskatoon, and R. A. Magee, of Wolseley, were named to act with your executive in making representations to the University of Saskatchewan regarding the establishment of a course in Commercial Education. At a meeting held in August, between this committee and Dr. Murray, president of the university, the matter was thoroughly discussed with the result that Dr. Murray agreed to recommend to the University Senate that the course be established, and we are, during this convention, to be favored with a series of lectures by Mr. Frank Stockdale, retail commercialist of Chicago, who has been engaged by the university for the purpose. It is the intention of the university to instal a regular course in Commercial Education as soon as a suitable man can be found to conduct it. In the meantime an effort will be made to secure the services of some person qualified to fill the position, to travel through the Province on behalf of the university, for the purpose of addressing the merchants locally and giving what asistance may be possible in the interests of better business. Our thanks are due to the university authorities for their action in this respect and it is to be hoped the business interests generally will cooperate with them in making the undertaking a success. In this connection I would like to mention that I think we should have a committee on Commercial Education representing all branches of commercial undertaking instead of the committee being confined to retail merchants alone. This, it seems to me, will have the effect of making the courses more far-reaching in their effect, to the ultimate advantage of all concerned.

"In December last a general meeting of the retail implement dealers of the Province was held at Regina, at which many of the grievances peculiar to that business were thoroughly discussed and ways and means devised by which they might be overcome. Part of the day was devoted to a meeting with representative wholesale implement dealers from Regina and Saskatoon, before whom many of the injustices with which the retailer has to contend were placed. Facts and figures showing an intolerable state of affairs as regards the margin of profit allowed on the sale of agricultural implements and repairs had been prepared, and were placed before the meeting at this time. The wholesalers admitted the unfairness of existing conditions, but were not prepared to offer any solution. They asked for a copy of the resolutions that had been placed before the meeting and suggested that another meeting be called after they had been given a chance to consider them. In the meantime, and up to the present, our provincial office has been giving a great deal of attention to this matter with



J. L. S. HUTCHISON,

Who presented the very satisfactory Treasurer's report of the Saskatchewan Retail Merchants' Association in Convention at Regina this week.

a view to meeting the wholesalers again at an early date.

"Our success in bringing this or any other matter affecting any other line of trade, to a successful conclusion, lies to a very large extent in point of numbers. If we have the merchants back of any such undertaking, not only as members of the association, but with their moral support as well, we can accomplish almost anything we set out to do. This is a fact that does not seem to be appreciated as much as it should be, and merchants generally are too often satisfied to "let the other fellow" fight their battles, when as a matter of good business, they should look upon any effort to improve conditions as a personal affair, requiring personal attention, —which means that if a general meeting of the merchants engaged in any particular line of business is called, each one should make a point of attending even at some sacrifice if necessary, so that those with whom we have to deal may see that we mean business.

"Just previous to the last session of the Provincial Legislature your executive met the Government ministers and laid before them our requests for legislation we were anxious to have passed at the forthcoming session of the House.

"These included an amendment to the Village Act regarding assessments. Previous to the second session of 1917 it was left optional with a village council as to what form of taxation they adopted, that is, whether a single or a general tax, but at the session it was made compulsory for them to adopt a general tax on lands, (100 per cent.), buildings and improvements, (60 per cent.), personal property (100 per cent.), and income. According to information received by the association this worked an undue hardship on many merchants, increasing the amount of their taxes by several hundred per cent. We requested that the amendment be repealed and it again left optional with the village as to what they do in this respect. We were not successful in having the amendment repealed, but an additional amendment was passed exempting personal property including stock in trade, and fixtures in connection with the business in cases where a merchant is paying a license fee in respect to his business. This is of no advantage, however, as the Village Act does not contain authority for the council to license retail businesses. This matter will receive further attention.

To Regulate Hours of Trading

"We also requested that the Village Act be amended, giving the council authority to pass a by-law regulating the hours of trading including provision for a weekly half holiday. We are pleased to say that this amendment was passed, and the village council may now put such a by-law into force upon receipt of a petition signed by 75 per cent. in number of the occupiers of shops in the village.

"One other item of legislation in which a great many of you will doubtless be interested," Mr. McPherson continued, "and one which has received a considerable amount of our attention during the past three years, is that of an amendment to the Chattel Mortgage Act regarding the status of chattel mortgage on the growing crop, or a crop to be grown, covering the purchase price, meat, groceries, flour, clothing and binder twine. We understood at the time this legislation was passed in 1916 that this mortgage would take precedence over any other claim, except seed grain liens, and were so sure of our ground that we entered an appeal against a decision that was given in one of our district courts contrary to our understanding of this matter. We lost out in our appeal and consequently approached the Government again requesting that a crop mortgage be made a prior claim, second only to seed grain liens, and you will be pleased to know that this is now the case—that is to say, one of these mortgages now takes preference over any other claim except seed grain liens and seed grain advances under the seed grain advances passed at the last session, whereby any mortgagee of land in Saskatchewan may make advances to the owner of the mortgaged land to enable him to purchase seed grain for use in sowing the land for the crop of 1919,—the advance is not to exceed $250 on any one quarter section, and where the



F. E. RAYMOND,

The energetic Secretary of the Saskatchewan Association, who has been largely responsible for making the Convention such an unqualified success.

mortgagee makes such an advance he may add the amount to the mortgage. In view of the extensive use being made of these crop mortgages we are sure that the fact that they now rank as a preferential claim will be appreciated.

"During the past number of years, since the beginning of our work as an association, we have been holding annual general conventions which have been appreciated more or less by those who have attended them, but at the same time at a convention of this nature there are bound to be subjects up for discussion, which while they may be vital to the interests of some one or perhaps two sections of trade, are of no interest whatever to the others,—consequently they do not become interested or do not feel that they have any part in the discussion. In order to overcome this and to make our conventions more interesting, it has been proposed that we hold trade section conventions,—for instance a convention of hardware dealers; a convention of jewelers, etc., etc., at different intervals throughout the year, which perhaps need not take up more than a day or two days at the outside. It is felt that this method will not only prove more interesting but that it will be much more beneficial to all concerned. I am merely mentioning this now. You will see by your programme that this matter and that of the formation of district branches will be up for discussion on Wednesday morning."

In conclusion, Mr. McPherson said: "I just wish to say that while we consider that we have made fairly satisfactory progress during the past year, we believe that the programme we have mapped out for the future will, if adopted, be the means of not only creating greater interest in our work, but it will enable the association to render a more efficient service in every way to its members, and not only this, but we feel that our service will then be such that no retail merchant would think of remaining on the outside.

Increases in Money and Membership

J. L. S. Hutchison, in presenting the financial report of the association, stated that the association had ground for satisfaction in the very satisfactory showing that it had been possible to make during the past year. So satisfactory had conditions been that the financial year closing December 31, 1918, showed a surplus of $3,211.63. Not only had the association prospered in a monetary sense, but it had also shown a very encouraging growth in membership, and in the interest taken in its various activities. At the end of 1917 the total enrollment showed a membership of 1,590, while the present membership was well over 2,100, a significant indication of the way the association was finding favor with the retailer. The comparative statement of the past two years also indicated a very satisfactory growth.

December 31, 1917—		
Assets	$4,615.84	
Liabilities	1,190.79	
Balance		$3,425.05
December 31, 1918—		
Assets	$8,328.74	
Liabilities	1,692.06	
Balance		$6,636.68

The Financial Statement

The current financial statement which was then presented more than anything else went to show the very substantial position which the Saskatoon branch of the association now enjoyed.

The report is as follows:

INCOME

Dues,		
Saskatchewan	$20,624.75	
Alberta	4,586.00	
		$25,210.75
Commissions on collections		856.51
Commission on freight claims		211.00
Convention advertisements	$ 792.50	
Less convention expenses	641.00	151.50
Sundry receipts		54.78
"Retailer," advertising	$ 2,936.28	
Subscriptions	652.50	
	$ 3,588.78	
	2,655.02	933.76
		$27,418.30

EXPENDITURE

Office salaries		$ 7,599.78
Organizers' salaries and expenses		
Saskatchewan	$ 6,149.93	
Alberta	1,645.68	7,795.61
Executive meeting expenses		273.16
Dominion association for dues		2,090.09
Stationery, printing and office supplies		1,633.80
Traveling expenses		587.90
Office rent		685.00
Legal expenses		177.00
Interest and exchange		34.82
Alberta R.M.A. accounts	$ 1,152.69	
Grant to Edmonton local	225.00	1,377.69
Grants to Regina and Saskatoon locals		583.50
Sundry expenses		1,011.03
Depreciation written off furniture and fixtures	$ 173.09	
Automobiles	184.30	357.39
		$24,206.67
Balance, income exceeds expenditures by		3,211.63
		$27,418.30

R.M.A. Fire Insurance Report

Mr. Hutchison, of Saskatoon, gave the financial statement of the Retail Merchants' Mutual Fire Insurance Co. A few of the outstanding features of this report follow:

Net Ins. carried to Dec. 31, 1918	$882,200
Net Ins. carried to Dec. 31, 1917	554,935
Showing an increase of	$327,265
Assets to end of Dec. 31, 1917	$ 30,637
Liabilities to end of Dec. 1, 1917	19,737
Balance, 1917	$10,900
Assets to end of Dec. 31, 1918	$ 48,064
Liabilities to end of Dec. 31, 1918	29,032
Balance, 1918	$ 19,031

A substantial increase.

Also another interesting analysis was submitted:

Savings	25.00%
Expense (a low expense)	23.15%
Losses	22.25%
Surplus	29.60%
	100.00%

In any other company than a co-operative, only this 25 per cent. savings ion president, there were a few points which would be included as surplus. This arrangement shows that the company is operating on a 75 per cent. basis altogether. In concluding the report of the fours years' operations, Mr. Hutchison expressed confidence in the coming year even exceeding the past records, which had been good.

The Secretary's Report

One of the matters that F. E. Raymond, the secretary, brought up for discussion, at the convention, concerned the joint liability of the husband and wife for bills contracted for the necessities of life. It has occasionally happened that the husband has contracted bills for food, hardware, clothing, etc., even to the extent of several hundred or a thousand dollars, and when approached for payment has frankly stater that he has no money, and, upon investigation it has been disclosed that everything had been made over in his wife's name. The Government will probably be asked for legislation making this particular class of evasion impossible by making both parties individually responsible for such accounts.

Another matter that the secretary brought up for discussion was in connection with the Small Debts Act, the fact of the matter being this, the reading of the Act, "The summons shall be returned not less than six days, nor more than twenty days from date of issue," which simply means that at present a debtor, after being handed the summons, if he is so disposed, can continue to sell his available assets and probably have them all sold before his time limit for making appearance before the J.P. The Legislature will be asked to make some provision, so that in a matter of this kind, pending appearance after the issue of a subpoena, any sales that will affect the collectibility of an account will be illegal.

"Another matter," he continued, "which received our attention was relative to the village assessments. Previous to the second session in 1917, it was optional to each village council which method they employed in collecting their taxes; whether on the single tax basis or on a general taxing scheme. Now, however, it has been rendered compulsory for them to tax lands, improvements, personal property and incomes. The effect, as found among the retail trade, has been this, in the few cases mentioned:

1917 tax, $96, same property 1918, $278;
1917 tax, $76, same property 1918, $279;
1917 tax, $27, same property 1918, $503;
1917 tax, $71, same property 1918, $408;

but possibly the most notable one to show the difference when the rates of taxation on a man's personal property or stock-in-trade was assessed was this: in 1917 $24, 1918 $688. Of the assessed amount $300 was the value put on his lot, $6,000 on his building and fixtures, and $25,000 on that retailing stock.

"Recommendations were made, when the effect of this action became evident, that the Government revert to status quo in this matter. However, the Government could not see their way clear to do this, and asked your association to consider the matter further and submit further schemes. The association at that time asked them then to eliminate stock in trade, which the Government did in this matter.

"An Act to Amend the Village Act:

"14. (s) subsection (3) of the said section 198 is amended by adding thereto the words 'and no person who pays a license fee in respect of a business shall be assessed upon the stock in trade or personal property used in the business."

"They also raised the permissible rate of taxation to 15 mills on the dollar, whereas it had been ten. It will readily be seen that this amendment was a joker, from the fact that the Government does not permit villages to levy a business license. Therefore at present none of the sufferers received that exemption of taxation on their stock in trade. Your association will, however, endeavor to have the Legislature grant the villages this authority when this amendment will become effective. And furthermore, in many cases, the villages realized less than in previous years because the assessed value of unimproved lots was decreased too much."

Mr. Raymond continued: "Another very important matter that is receiving considerable attention is the establishment of regular courses in retail merchandising in the Universities of Saskatchewan and Alberta. The scheme which Manitoba adopted, and which is in its second year, is not considered by the members as suitable for these provinces at present, as it is felt that it would be almost impossible for the various merchants in the outlying communities to spend an entire week away from their businesses. As for a permanent course being established in these Universities, it is considered impossible at present, owing to the faculty not being procurable to conduct such courses. In three or four years there will be graduated from Harvard experts along each line of merchandising, as the result of the courses being conducted there, and the University authorities hope to be able to procure the necessary teachers from that class. In the meantime, it is recommended that the lectures which will be conducted by Frank Stockdale, of Chicago, in the various centres of Alberta and Saskatchewan, following this convention, be well attended by the merchants in those districts as they will be the nearest approach to the short course in up-to-the-minute merchandising that will be available to them at present.

"Your association has a tariff department at your disposal, where your freight bills, etc., are carefully checked, overcharges located, and damage claims, etc., carried through to completion.

"Your insurance department also is ready at all times to check your policies, and to make sure for you that wordings mean what you understand them to mean.

"Your mutual fire insurance company has made great progress in the last three years, and has given you good protection at 25 per cent. less than board rate.

"We are in hopes at an early date of having this entire territory sub-divided into units of 250 to 300 members, with a paid secretary in charge of your interests in each one. He will, of course, be in intimate touch with all matters pertaining to your business, will have the accurate credit reading reports of all your customers, and this service will untimately almost dispense with the need of a collection system. Our collection system has collected many thousands of dollars for you simply with our first letters to delinquents, which are supplied by the association at a free service to members. Failing any results from this source, the accounts are handed to the association collection department, to be followed up on a commission basis, and even those accounts, which have been considered hopeless, have been made to yield you over $6,000 in the past year.

"We propose also to hold separate trade conventions at different times of the year, at which we propose to have, for instance, hardware experts for the hardware man, matters of concern to jewelers for jewelers' conventions, etc., considering that each trade can go into their various problems more thoroughly when they feel that they are not boring fellow members, who have absolutely different interests.

"I am also of the opinion," said Mr. Raymond, "that merchants in all lines of business do well to read their respective trade papers. The very latest thoughts of the best experts are to be found there.

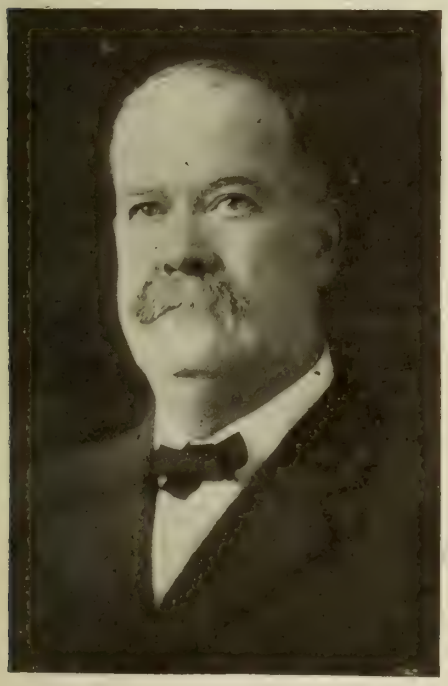
J. J. Polson Tells of Dominion Convention

J. J. Polson of Regina, the delegate to the Dominion convention, said that while leaving a general survey of the convention to J. A. Banfield, of Winnipeg, the Domin- he would take up.

Favor Trade Sections in Convention

First Two Days of Future Conventions Devoted to Trades—Third Day for General Convention—Will Try Out Division of Province Into Sections With Paid Secretary

THE proposed holding of trade section conventions, and the division of the province into district branches, were important matters which brought forth much discussion in the Wednesday morning session. After consideration it was decided that the



S. D. McMICKEN,
Moose Jaw, Sask., elected President of the Saskatchewan R.M.A.

first two days of future conventions will be set aside to the trade sections, the general convention being held on the third day. An amendment to exempt trades not included in general stores and hold their conventions at some other time of year was voted down.

W. L. McQuarrie, Saskatoon, supported this division into trade sections, stating that during the first two days the sections could decide on important matters to be considered and there would then be something to work on in the general convention.

S. McMicken saw difficulties ahead, and issued a grave warning. "We have got the Retail Merchants' Association into one association. We have been fighting for twenty years to keep away from individual associations of the various trades. This convention is held for the good of all. There should not be sectional meetings. Do not get the conventions separated, for as soon as you do you are going to have fifty-five conventions held separately and the Retail Merchants' Association will go out of business."

In speaking to the amendment another delegate contended that the general merchants would thereby be given preference in being allowed to attend the general as well as the sessional convention, whereas trades not represented in the general store would be restricted.

A motion to direct the executive to pick out a certain district in the Province of Saskatchewan in which to try out for the period of one year the plan of appointing a local paid secretary responsible to the provincial association, was adopted. In this connection it was decided to give returned soldiers preference in appointments to the position of secretary in such districts. The secretary will make a report at the next convention on his work in the trial district, which will include 200 to 300 members of the R.M.A. The work of the secretary of the proposed sections was outlined by F. E. Raymond as follows:

Insofar as a credit rating system is concerned, it will be possible for such secretary to make a credit report on everyone in the district. A credit rating card will be provided for each merchant and a complete summary covering the district supplied to all members of the provincial association. This system is designed to prevent dealers who have exhausted credit in one district to move on to another and secure credit facilities. An interchange of summaries will cover the entire province.

In regard to collections, the credit system would lessen the need for collecting. The secretary could give personal solicitation and the fact of his being a member of the R.M.A. would carry weight in such matters. The usual rates for collections would be charged, so that the system would not be taken advantage of and the secretary deluged with unnecessary work.

Another phase of work for a secretary would be the encouragement of the community idea. It is felt that a man in such a position could do much to better the feeling between towns and cities.

The district secretaries would be employed by the provincial association, care being exercised to choose men who can win and hold confidence.

The plan will necessarily involve increased expenditure and it was suggested that a fee of $25 to $30 per year might be necessary. It is planned to have men selected for these positions spend a month in the Saskatoon office to get in closer touch with the work of the association.

Delegate Moulton, Kelliher, suggested that the province be divided as the Grain Growers' Association into thirty-six sections, allowing each section to pick their own secretary and pay him according to the amount of work involved.

G. W. Stockton, Carlyle, stated that the plan would involve a great expense. "I believe it is necessary to do something along this line, but it is questionable if we should stand the expense of a secretary paid by the association in each district at the outset."

C. Williams, Moose Jaw, suggested that the sum of $50 be paid to some responsible merchant in each district to handle the secretary's work.

Another delegate stated that the work done by the provincial association is not sufficiently close to the country merchant. The city dealers had their own secretary giving personal attention, and the country dealers would appreciate the association more if they had an equal service.

J. J. Polson stated that in the Regina R.M.A. there was no organization under the plan where the secretary devoted only a part of his time, and that it was necessary to open an office and devote a man's whole time to secure any beneficial results.

Suggestions by other delegates were that the plan was all right for large cities, but that country merchants could figure up their customers themselves. In another large district there were very few members of the R.M.A., and a secretary's traveling expenses would be heavy in proportion to the amount of work which could be done.

H. D. MacPherson, Regina, stated that the association had come to the limit of what it could do under prevailing circumstances. It was in response to his request for a trial in one district that the motion was adopted. The provincial association will bear the expense of the trial in one district, and it will be necessary to use some of the funds at present on hand for this purpose.



J. C. NICOL
Radisson, Sask., appointed Second Vice-President of the Saskatchewan R.M.A.

The New Bankruptcy Act

HOW ADMINISTERED
The new Act will be entrusted to the Superior Courts of the different provinces, and trustees in bankruptcy to be appointed by Governor-General in Council.

Legislation Introduced to Establish a Uniform System of Law and Procedure Throughout Canada

THE Bill in respect to bankruptcy which the Government has introduced will supply something which has been lacking in the commercial laws of Canada, although opinions regarding it are divided. The Act seeks to establish a uniform system of law and procedure throughout Canada in respect to matters of bankruptcy and insolvency.

A bill was introduced last year, which was prepared by seven lawyers from different parts of Canada. The main change in this year's bill is that it applies to all incorporated companies except railroads, banks, trust companies, and insurance companies. The provisions of this year's bill applies to all persons, firms and corporations. This is a change from last year's bill, which provided that corporations could go into bankruptcy voluntarily.

Clauses Will Apply

The provisions of the present winding-up acts in regard to corporations have been incorporated in this measure. The language has been made, as far as possible, to conform with the phraseology of the English Act, so that judicial decisions which have been made on the various clauses of the English Act will apply, as far as possible, to the sections of the Canadian Bill.

Various proposals have been made with regard to the administration of the Act. In committee last year the retail merchants proposed that it should be left to the judge to discharge bankrupts. The Canadian Manufacturers' Association wanted bankruptcy judges in the different provinces to administer the Act. The idea of the Bill now before the House is to allow the present courts to do this. The Act will supersede all provincial laws. It will likely be amended in different respects as it goes through the House.

A Strong Demand

It may be pointed out that there was a strong demand from English exporting houses to have this Act passed, as they complain that they never know where they are at in handling Canadian credits.

By Section 91 of the B.N.A. Act jurisdiction is conferred upon the Parliament of Canada to pass laws in respect to bankruptcy and insolvency. In the year 1875 the Dominion Parliament did pass an Insolvency Act, which after several amendments was finally repealed in 1880. The Act of 1875 was for several reasons deemed unsatisfactory. The machinery provided under the Act was cumbersome, tedious, and expensive. After its repeal by the Dominion Parliament several of the provinces passed acts in respect to preferences and assignments, and for the winding up of the estates of debtors in various ways.

Upholds Authority

It was at one time contended that provincial enactments of this class were beyond the jurisdiction of the various provincial legislatures in Canada, but in 1894 the Judicial Committee of the Privy Council gave judgment upholding the authority of the Ontario Act respecting assignments and preferences by insolvent persons, chiefly upon the ground that in the absence of any Dominion enactments upon the subject the various provinces of Canada could pass legislation which would have force and effect within the provincial boundaries until superseded by a law of the Parliament of Canada.

Favor General Law

The Government has considered that it would be in the general interest of trade and commerce in Canada that a general law on the subject of bankruptcy to apply to the whole of Canada should be passed, and with that object in view has introduced a bill at the present session. In the session of 1918 S. W. Jacobs, M.P., of Montreal, introduced a bill on the same subject. That bill was referred to a special committee of the House which went into the question exhaustively. The present bill embraces the conclusions reached by this special committee during the session of 1918, although some important features have been added.

Seeks Uniformity

Briefly, the present bill seeks to establish uniformity of law and practice upon the subject of bankruptcy throughout all the provinces of Canada. The provisions of the bill, as mentioned above, apply to all persons, firms and corporations doing business in Canada except farmers. Farmers can, if they so desire, take advantage of the provisions of the Bill, but they cannot be compulsorily forced into bankruptcy. The Bill settles all questions of priority among creditors, abolishes all preference as between creditors heretofore recognized in any of the provinces of Canada and seeks to establish a speedy and inexpensive method of winding up the estates of debtors.

Important Provision

One very important provision of the bill is that the honest debtor who has not been guilty of any fraud or trickery in the management of his business, and who has handed over all his assets to the trustee in bankruptcy shall be entitled, under certain conditions, to a discharge from further liability.

In general, the Bill follows the procedure laid down in the English Bankruptcy Act, although a great many variations have been introduced to meet conditions arising in the various provinces of Canada.

The administration of the law will be entrusted to the superior courts of the various provinces and trustees in bankruptcy, sufficient in number to meet the requirements will be appointed by the Governor-General in Council. These trustees will be specially selected and will be required to furnish ample security for the proper management and distribution of the assets of the insolvent estate.

Owing to the strike in the Printing Bureau, the Bill has not yet been printed, but will be in French and English as soon as possible, and will be given its second reading and be fully discussed in Committee of the Whole.

ADVICE TO MISSIONARIES

"Letters to a Missionary," by R. F. Johnston (Watts & Co., London), contains revelations concerning the doctrines propagated by certain Christian missions in China. It endeavors to prove that the old-fashioned belief in the everlasting damnation of "the heathen," of which the author assumes the great majority of Christians are now thoroughly ashamed, still occupies a most prominent place among the doctrines actively insisted upon by the largest and most influential proselytizing mission now working among the Chinese people. The author is a British official who has resided nearly twenty years in China, and is familiar with the country and its people; and he makes a vigorous appeal to American and English Christians "not only to undertake a critical examination of the teachings and methods of the missionaries whom they employ to carry Western religion to Asia, but also to scrutinize with equal care the foundations of their own conceptions of religious truth."

Other new books received from the same publishers include "The Follies and Frauds of Spiritualism," by Walter Mann; "The Church and the People," another attack on the Christian churches by Joseph McCabe; "Common-sense Thoughts on the Life Beyond," by Frederick J. Gould, and "Rationalism and Religious Reaction," by Jane E. Harrison.

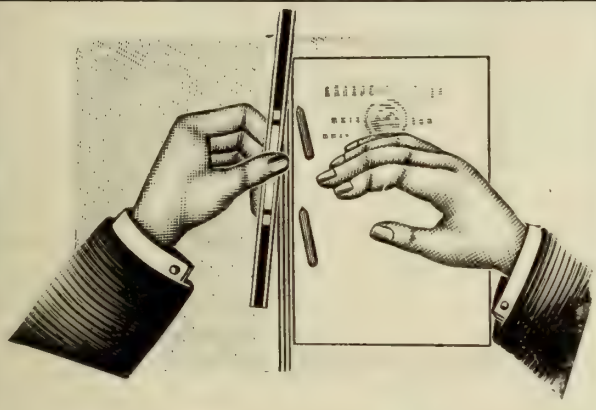
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TO PROTECT ADVERTISING

THE Associated Advertising Clubs of the World are taking a new step in the campaign they have been waging to ban misleading publicity. A fund of approximately half a million dollars, to which some of the biggest advertisers in the country are contributors, is being raised to enforce the stand that public confidence in business claims must not be shaken by untrue statements. In connection with the work to be done there is to be established a special corps of investigators working out of the head office of the Association. Intensive work for the establishment of additional local vigilance committees is being undertaken. A third and most important step is the establishment of a bureau to do in foreign markets what has been done for the protection of the trade at home. A fourth step planned is co-operation with various trade associations, representing various important lines of business. The aim here will be to establish on a still broader basis the "Standards of Practice" referred to in a recent issue of BOOKSELLER AND STATIONER. It is a noteworthy fact that among the subscribers to the new fund, and pledged to large yearly subscriptions, are a dozen of the largest rubber and rubber tire firms in the country. Perhaps in no branch of industry, it is stated, have there been more doubtful claims made regarding goods than by some of the firms handling these lines. If the plans for the Associated Advertising Clubs of the World are carried out as planned those making doubtful claims will either have to make good or cease advertising. When it is realized what an enormous expenditure there is annually in goods of this kind some idea may be gained of the huge losses that may occur if the goods fail to do the work expected or claimed for them. It is not only in rubber goods, but in all lines that the clubs claim to protect both business and the public.

EXCHANGE RATE

CANADIAN merchants buying goods for import from the U.S. should always take into consideration the rate on Canadian exchange which puts money at a discount of practically 3 per cent. at present, with opinion in financial circles pretty well unanimous that this rate will go still higher.

The rate has been influenced to some extent by the rate on sterling, and the recent increase seemed to follow the increased discount on sterling, though at some distance behind. As has often been pointed out, an elementary cause for the high premium on New York funds is the adverse balance of trade, by which Canada is buying more from the United States than it is selling to the United States, coupled with which is the fact that Canada's main export trade is done with Europe on credit, while her main import trade is done with the United States for cash. This prevents buyers of Canadian products in Europe making credits to Canada in the United States.

There is talk in New York of some sort of international credit arrangement, backed by the allied nations, with the intention of ending a situation under which one country's money is discounted in another.

As a remedy the floating of another Canadian loan in the U.S. is being advocated and one prominent New York banker has suggested that the situation might be met by the Canadian Government shipping a quantity of gold to New York which would have an effect far beyond the intrinsic value of Canadian money.

Here in Canada, a greater consumption of goods of our own production, is the logical method of reducing the adverse balance of trade between the two countries and to that end Canadian manufacturers must do their utmost to market their goods in attractive form and at prices that will make it advantageous for retailers and their customers to give preference to Canadian-made lines. This ideal is realized in the case of many lines of merchandise made in Canada, but with too large a proportion, the prices at which the Canadian productions are marketed are too obviously shaded just within the mark at which competitive lines from the U.S. can be laid down in Canada.

IT'S THE NET THAT COUNTS

Mr. Dooley was one of the leading restaurant keepers in a small town. Recently he purchased a cash register. The documents of the first trade to be recorded were a 27-cent check and a five dollar bill, the proud proprietor rang up $5.00 and paid out $4.73 in change. When the next customer presented his check it was for 35 cents and a $10 bill was passed over the counter. Dooley operated on the $10 key. Thus things progressed throughout the day. That night, upon checking up, he discovered according to the machine that he ought to have $250.00 on hand, although a careful inventory revealed only $17.30.

"Terrance," said Dooley to his assistant, "have yez taken anything out in the new cash machine to-day?"

"Shure," said Terrance, "I took me carfare home."

"And where d'yez live," inquired Dooley, "Australia?"

Like Mr. Dooley, many a man in charge of a business is ringing up gross profits without the faintest idea of what his net profits really are. And like Mr. Dooley, if he keeps on hammering the gross receipt button, he is "going to have a disappointment in his life," as the fortune tellers say, for after all it's getting the net that counts.

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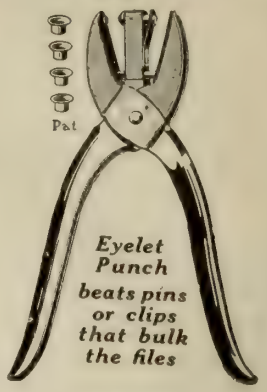
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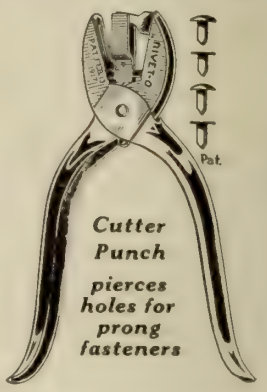
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Wholesale pr., $2.50 each.
F.O.B. Bellows Falls, Vt.

Adds to Profits

Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES

J. F. Ryan & Co.
52 Vanderbilt Ave.
NEW YORK

NEW FOUNTAIN PEN

The Copp, Clark Co. has just introduced a new line of self-filling fountain pens in several different finishes, and also a fountain pen known as a "receder" —a receding pen, not a self-filler.

TEXT BOOKS

From the Copp, Clark Co. comes a new list of standard text books, being the Pitman-Whittaker series, which the Copp, Clark Co. are marketing in Canada. There are listed titles dealing with aeronautics, electrical science, electrical engineering, marine engineering, mechanics, mechanical engineering, telegraphy and telephony, besides other miscellaneous books.

A BOOK FOR MERCHANTS

"Merchandising," by A. W. Douglas, is a dollar volume that will appeal to all men engaged in the retail trade. Its scope is indicated by the following list of contents: The Nature and Function of Merchandising; Buying; Turnover of Stock; The Care of Stock; Ordering—Regular Goods; Ordering—Regular or Staple Goods; Ordering — Seasonable Goods; Holiday Goods; Selling; Filling Orders and Other Related Factors; Financial Factors—Credit, Collecting, Accounting; Distribution; Advertising; The Human Equation.

MARCEL BERGER

In "A Life at Stake," Marcel Berger, the French author tells another big story of the war, and he gives vivid authority to his descriptions, for he himself fought in the trenches when the Boche was forced back across the Marne, and Paris was saved. This book has just been issued by Putnam's.

Late advice reaching BOOKSELLER AND STATIONER is to the effect that H. H. Love has been appointed president of W. J. Gage & Co., Ltd., succeeding the late W. P. Gundy, while W. H. B. Kent becomes vice-president.

BIOGRAPHY

No romance appeals to the British public more effectively than the story of the achievements of certain men whose discoveries and inventions have added to the practical wealth of the community. The Westinghouse brake is such a fact that gives a centre to the interesting biography of its inventor, George Westinghouse, which Mr. E. F. Leupp has written and which has just been published in England.

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.
Also
ordinary NEEDLES and SPEAR POINTS.

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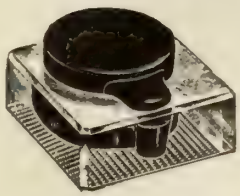
World-wide reputation for excellence.

Write for particulars and embossed circulars showing styles, with prices.

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Good Selling Specialties for the Stationery Trade
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Manufacturers of FOUNTAIN, STYLOGRAPHIC AND GOLD PENS
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Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

GOOD ADVERTISING

Ed. A. Simmons, Trenton, Ont., uses a two column space, four inches deep, and divides this space, devoting half to each of two departments. Thus, for instance, a recent advertisement played up wallpaper in one-half of the space and notable new books in the other half. The idea of putting trade "bulletins" before the people of the community through the medium of the local newspaper is one that should be more universally advocated by booksellers and stationers.

Among the booksellers taking advantage of the great interest in automobile subjects is the firm of T. J. Moore & Co., Quebec, Que., who have used goodly space in the newspapers of that city this season, advertising automobile books.

Torry's Bookstore, New Glasgow, N.S., conducted a successful wallpaper sale in May. It was well advertised and created quite a stir.

BEGBIE'S NEW BOOK

Harold Begbie has written a new novel entitled "Mr. Sterling Sticks It Out," just published in England. The story portrays how the tragedy of the war affected different temperaments and philosophies. The valour of the soldier who dies for his country is matched with the valour of the Quaker who dies for the love of humanity.

SANISPOON

A new line introduced to the Canadian trade is the sanispoon, an individual spoon for use in serving ice cream. These spoons are made in two sizes and are sold to the trade bulk, each spoon packed in an individual cassine envelope. The packages are in attractive counter cartons for retail sales. This is a good addition to picnic goods and the aim of the makers is to have them become an essential and necessary part of individual soda fountain service. This line has been taken up enthusiastically by druggists in the U.S., and is a line that can as readily be successfully handled by stationers.

WAKE UP, CANADA!

C. W. Peterson, Canada's Deputy Fuel Commissioner, has written a book entitled, "Wake Up, Canada!" In its 350 pages is given experience of the best part of a lifetime of philosophic thought and observation, derived from every kind of

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38-42 Clifford Street
TORONTO CANADA

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French Ivory (Made in Canada). Photo Frames, Boxes, Toilet Articles and Novelties.

Booklets, Post Cards, etc., for all seasons and occasions.

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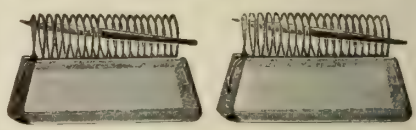
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Welcome Home Banners and Pennants, Victory Pennants and Celebration lines.

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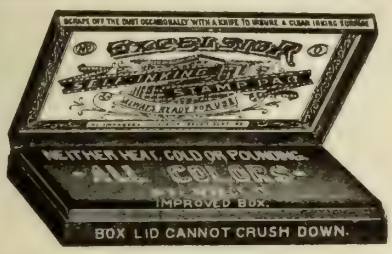
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Dealers: Keep Your Eye on This Department for New Lines

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OF
DOLLS, TOYS and kindred articles desiring selling agent in
The United Kingdom

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Full particulars and references on application to

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LONDON, E.C., ENGLAND

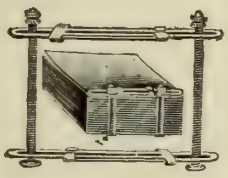


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The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

association with his fellow-men. The book is a Macmillan issue.

Mr. Peterson's appeal might well be called an "Open Letter" to Canadians, calling a halt and consultation in view of political and social ambush and pitfalls ahead. His mission is well and timely conceived. Never was there a period when the coming of such a book was more appropriate, more needed as a guide to thought and action, more adapted to fill the want of the people, as crowds drift hither and thither, rudderless, thoughtless, self-centred, imbued with one idea.

It may not have been intentional, but the author has evolved these strenuous chapters not only abreast of the time, embodying and illustrating all he has to say, but also, perhaps, in time for the good of the people they concern.

LISTS RECEIVED

A new catalogue covering the loose leaf lines manufactured by C. R. & W. N. Nelson, 180 North State Street, Chicago, has come to hand and is compiled and illustrated with as little detail as possible but with prices clearly outlined. Their line has now been broadened and completed so that to-day they can offer the dealer a complete line of loose leaf devices from ledgers to ring books. The company are making a special endeavor to establish a permanent and prompt shipping schedule on special items.

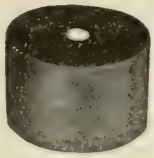
* * *

Fire broke out in Merritt's Bookstore, Prince Albert, Sask., on May 16. Good work by the fire department kept the flames from doing very much damage.

SHORTAGE OF HOTEL ACCOMMODATION IN OLD LONDON

LONDON, ENGLAND—In connection with the hotel accommodation shortage in London, and the expected influx of visitors from overseas, the proprietors of many large caravansaries are now taking steps to provide more rooms.

For the future it has been decided to take no more permanent residents, and those already in occupation are being given notice to quit. It is realized that the inability to obtain hotel accommodation in London has had the effect of frightening a good number of people away altogether.



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With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

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Phones: 693 Central, 2107 City, 2615 Dalston

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GEO. WRIGHT & CO., Headquarters for Stationers' Sundries. The "Requisite House," 92, Clerkenwell Road, London, E. C. 1. Contractors to the Home and Colonial Governments, the London County Council, etc. Manufacturers to the Wholesale and Export Trade. Scholastic: Rules, Drawing Instruments, Wright's "Blackine," Nature Study Box, etc. Commercial: Filing Apparatus, Inkstands, Stationery Cases, Cash Boxes, Wright's Pencil-pointed Pens, and General Office Sundries. Fancy: Tourists' Writing Cases, Penholders, and Games, etc.



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Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

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Pens, Penholders, Pencils, Erasers for pencil, ink or typewriting; Pocket Pencils, Mapping Pens.

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¶ Business is still difficult, but I shall be able to cater for you better than ever

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Warwick Bros. & Rutter, Toronto.

STEEL WRITING PENS.

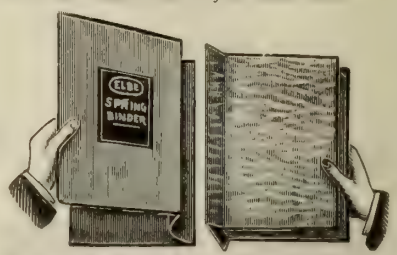
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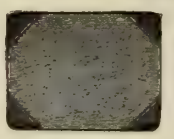
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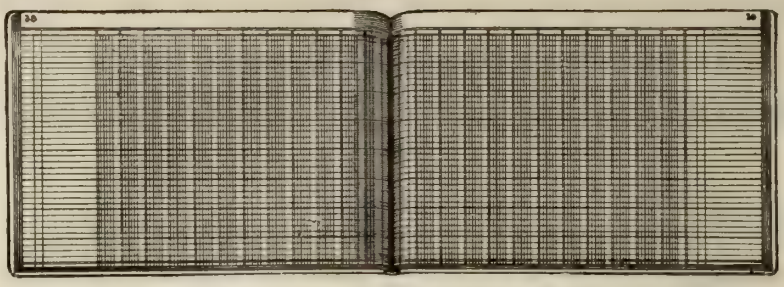
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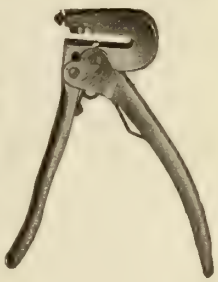
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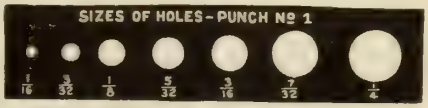
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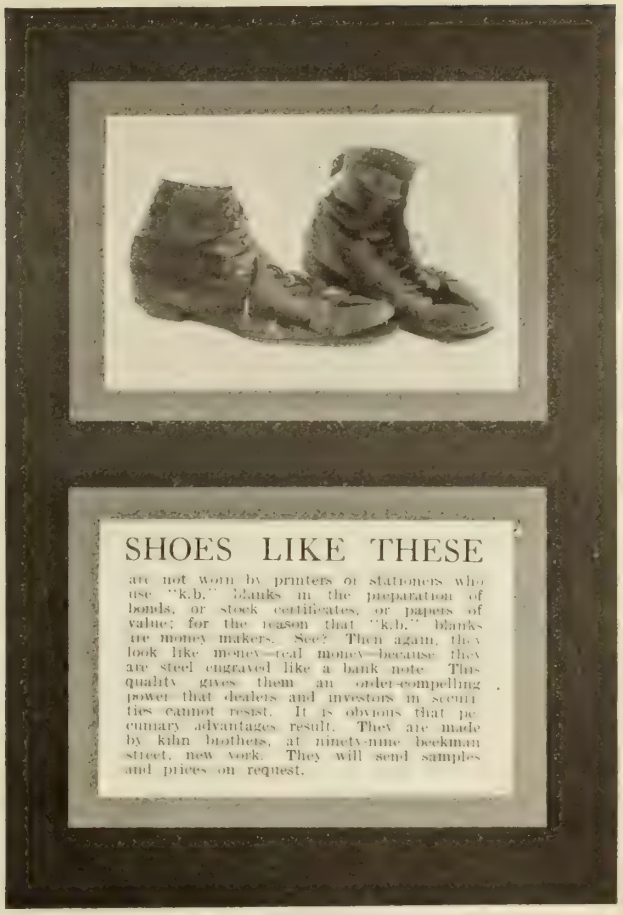
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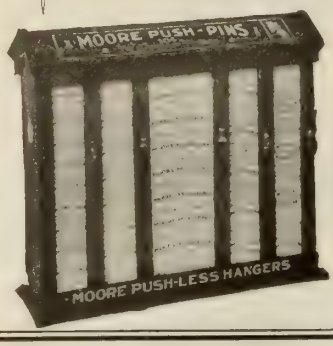
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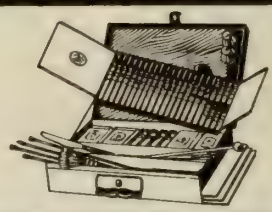
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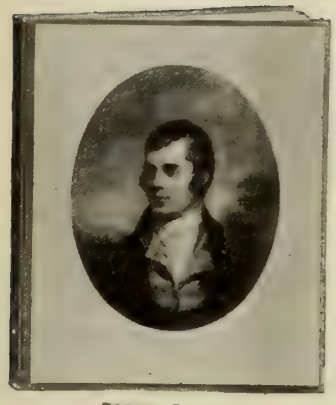
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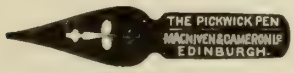
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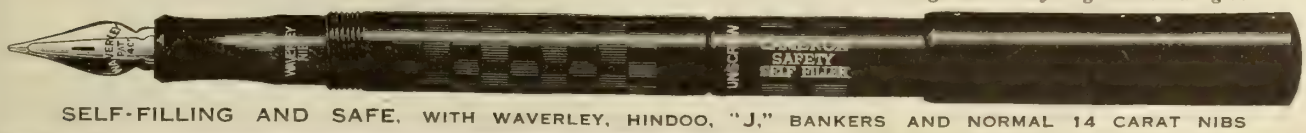
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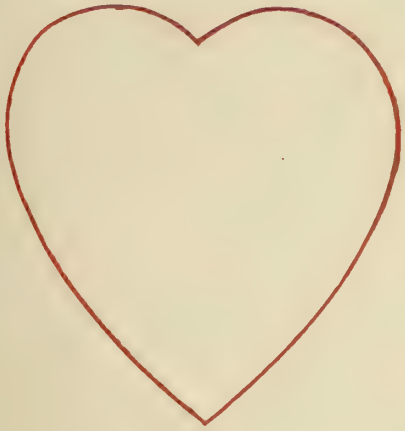
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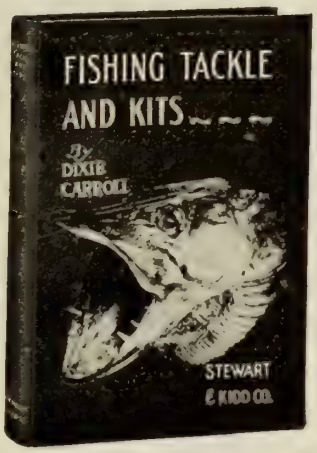


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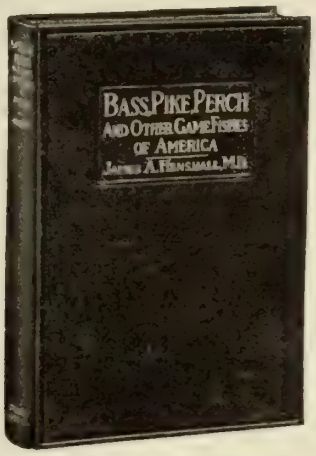
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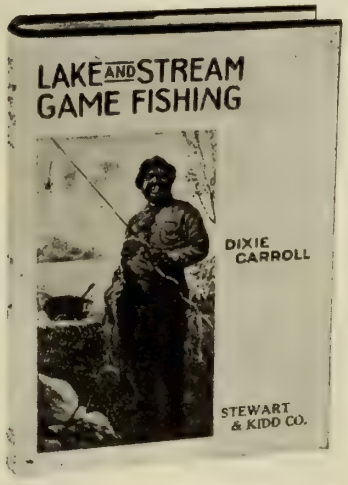
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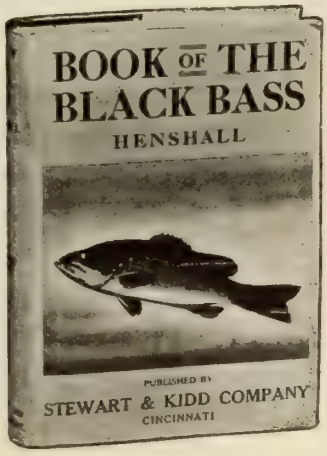
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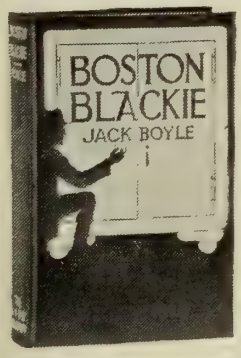
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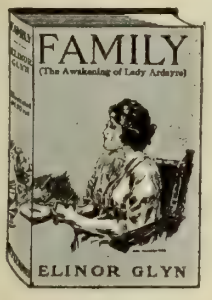


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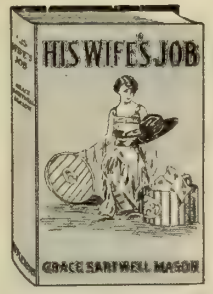
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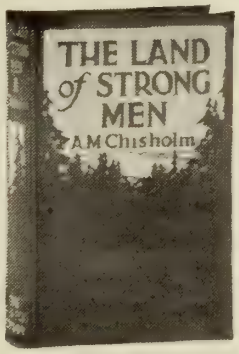
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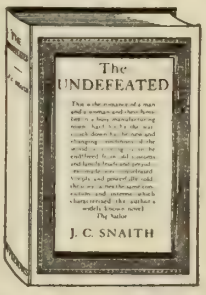
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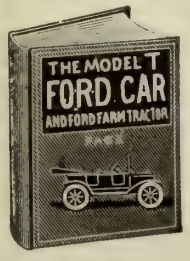
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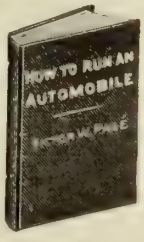
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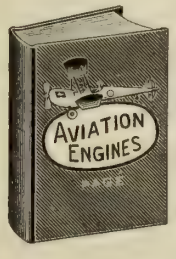
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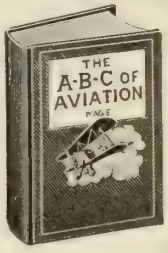
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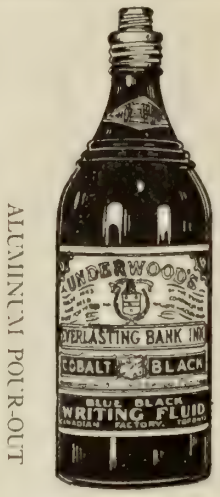
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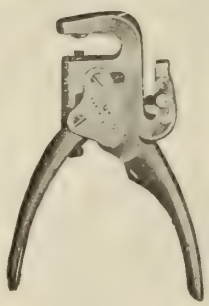
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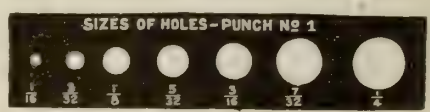
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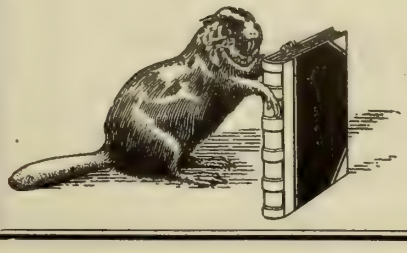
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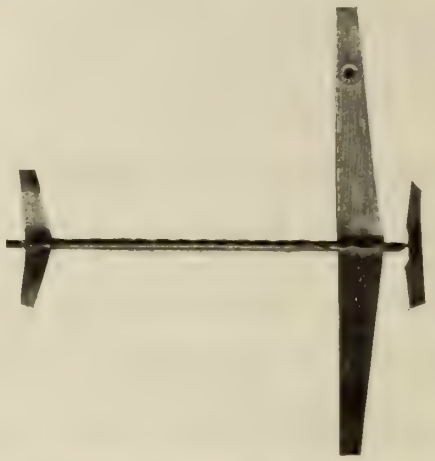
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"Brookley" Model Aeroplanes

are the talk of the British Toy Market. Are you going to miss this splendid selling line? Send 50/- for a sample case on which you can realize 50% profit. Thousands sold to all the largest wholesale houses throughout the world.

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Illustration of Brookley No. 1 model which retails at 3/-. Send for our catalogue of our lines and order at once for the coming season.

Warmley Aeroplane Co., Brookley Aircraft Works
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Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

CHRISTMAS TREE ORNAMENTS

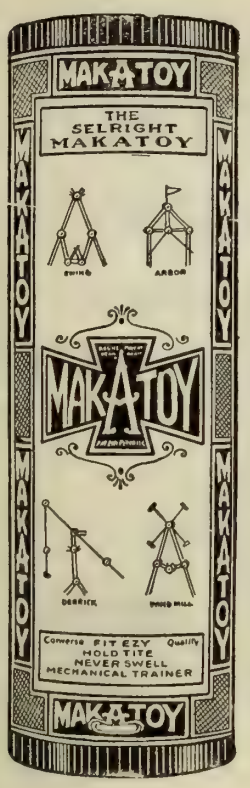
250 2" in diameter, 2 dozen in a box at $3.00 per gross
300 3" in diameter, 1 dozen in a box at 4.50 per gross
350 3½" in diameter, 1 dozen in a box at 6.00 per gross
400 4" in diameter, 1 dozen in a box at 7.50 per gross

In assorted colors—half silver and half other colors.

We also carry a complete line of assorted glass tree ornaments in various shapes, with and without reflectors. And a full assortment of tinsel Christmas tree ornaments, combined with glass and tinsel, tinsel and paper garlands, glass beads and artificial fruits, paper bells and other Christmas tree accessories. Ask for our complete price list before ordering elsewhere.

Our lines will be on display from July 28 to August 9 at the National Merchandise Exhibit, Hotel Imperial, Broadway and 32nd Street, New York City—section 3, Aero Room.

Christmas Specialty Co.
263 SECOND STREET NEW YORK


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For Canada's Greatest Flag Year

We've got them all—

Canadian, British, French, Scotch, Belgian and U.S. Flags!

Every red-blooded Canadian should have a flag or two to display in these history-making days. For Civic Holiday, at the Picnic, for the Governor-General's visit, for the Prince of Wales coming—tell your customers to fly the flag!

Lay in your stock now. There is sure to be a lively demand and immediate ordering will ensure prompt delivery.

Get our prices on flags in the following sizes: 2 x 3, 4 x 6, 6 x 8, 8 x 12, 9 x 14, 12 x 16, 14 x 18, 17 x 24, 18 x 30 and 22 x 36. Cotton flags all on sticks.



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Rolland's Standard Writing Tablets

These four standard tablets are made with well-known High Grade watermarked paper.

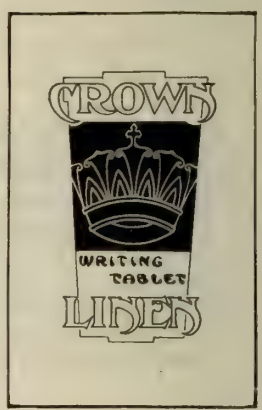
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They are well bound with these attractive covers—and are the basis for steady tablet sales with the right class of customers.









Every stationer knows that Rolland's Superfine Linen Record is the best known and most widely used paper in Canada. But many do not know that it is put up in tablets, note and letter size, and is the ideal tablet for the better class of trade. The Earnscliffe, Empire and Crown (laid) papers are also well-known Canadian papers and supply a range in price.

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Crane's Linen Lawn

(The Correct Writing Paper)

Sincere gratitude will be the reward of your suggestion, for nowhere can there be found such smart styles and pleasing tints as are shown in this exceptional writing paper.

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Does selling pens mean showing an occasional customer a few styles contained in boxes on your shelves?
Or, are you creating an active pen trade by suitably displaying an adequate assortment?



There is a big difference between the two **a difference in dollars and cents to you.**

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There are ten styles of Esterbrook Counter Display Cases. The larger sizes contain assortments that meet every pen requirement.
By concentrating on the Esterbrook line, and displaying Esterbrook pens in one of these cases, you achieve five important results:

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If you are not giving your customers "Esterbrook Service," start to-day. You can do a bigger pen business. Your pen customers frequently make other purchases.
Write us for suggestion as to how you can make your pen department a big asset.
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Esterbrook Pens "Easiest to sell!"

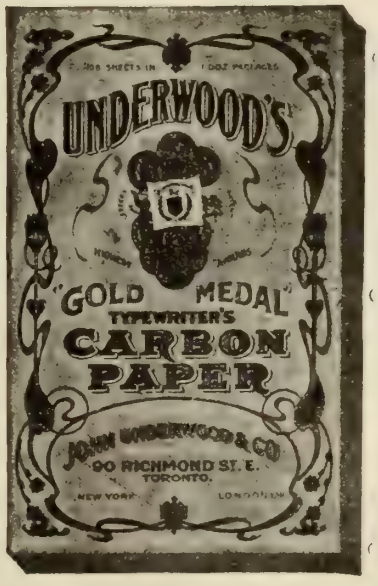
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A source of constant profit.
There's an "A.A." Pen to suit the most fastidious customer.
The ease and convenience with which they can be filled—the satisfaction which they render—the guarantee under which they are sold—and the margin of profit to dealers are some of the reasons why you should carry this
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Write to your local jobber or to us for prices, catalogue and trade discounts on this profitable line.

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Our leading dealers find that IT PAYS to sell a new customer a VENUS Pencil. Some one of the famous 17 black degrees and 3 copying will exactly fit him. And please him so much that he'll keep on buying them of you.

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The Binder That Holds

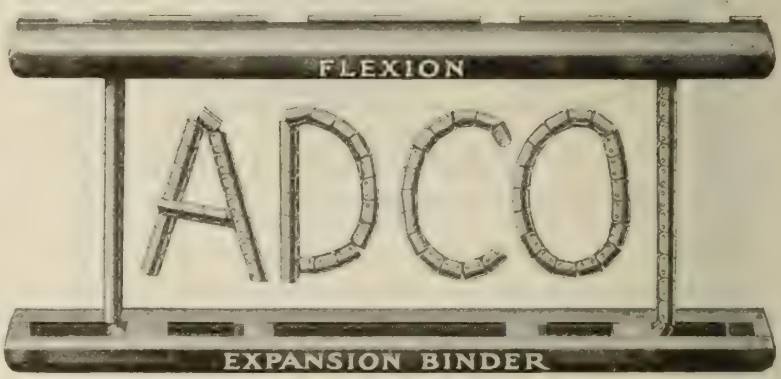
One or One Thousand Leaves

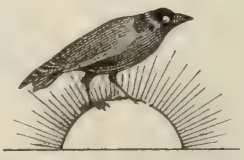
A marvel in mechanical efficiency is this

Flexion Adco Expansion Binder

With every objectionable feature of the old-time binder eliminated the Adco (illustrated here) is the one best binder for every office everywhere.

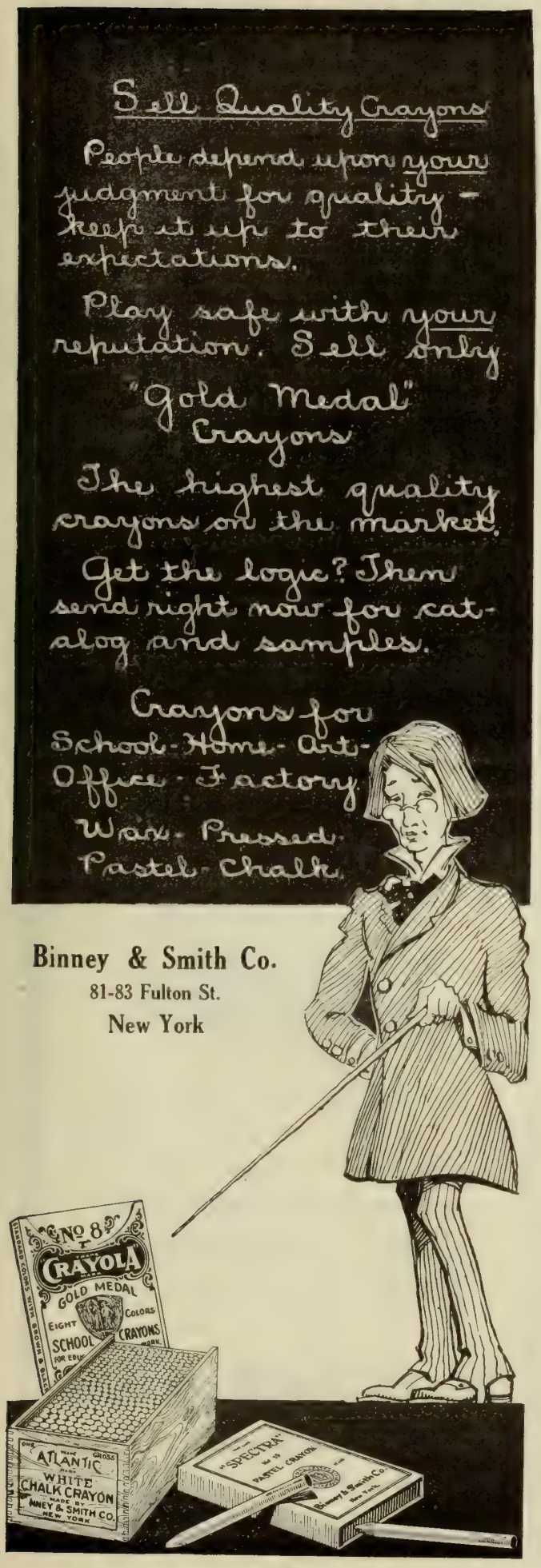
All the parts of the mechanism are within the two small steel tubes, with no parts whatever in the covers; and as the binder holds one leaf, a few leaves or one thousand leaves with 600 pounds pressure, the leaves are, therefore, held in alignment.





In a word, the Adco is a Practical, Efficient, Economical Binder. Every dealer should handle it. Its superiority is so apparent that it sells easily and we help you sell it. Let us tell you how.

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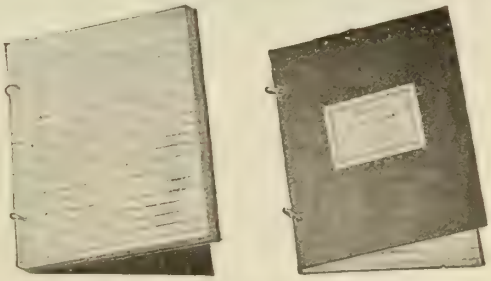


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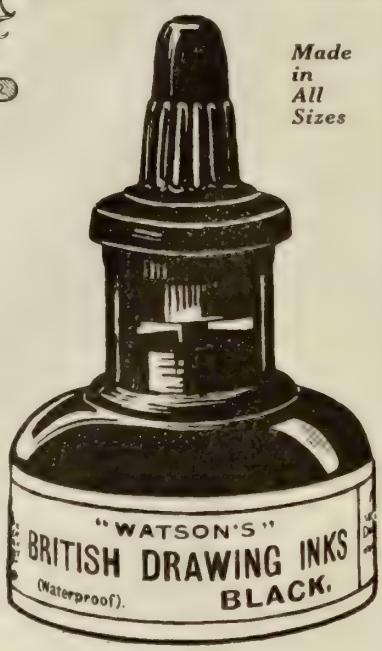
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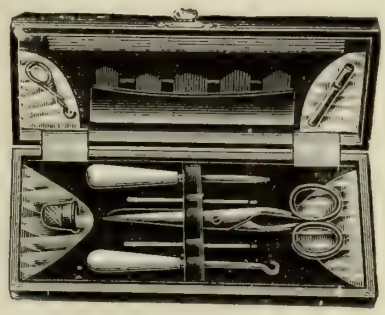
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Made in Canada at prices that save the duty.

Terry's "Avecta" pen
rule or pencil clip

For Early Delivery

Sells on sight—prevents loss of article as it holds it in pocket securely.

Well made, high grade finish.



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The Spring and Presswork Specialists
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"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



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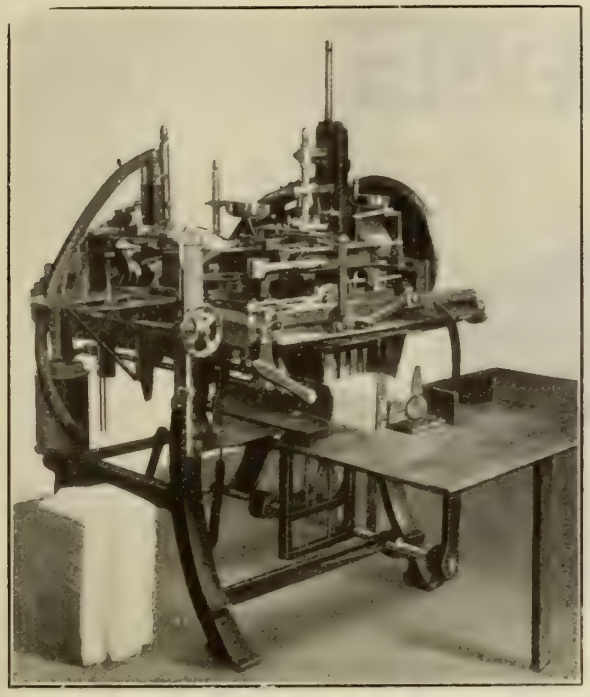
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The "CARMIC" BRITISH MADE

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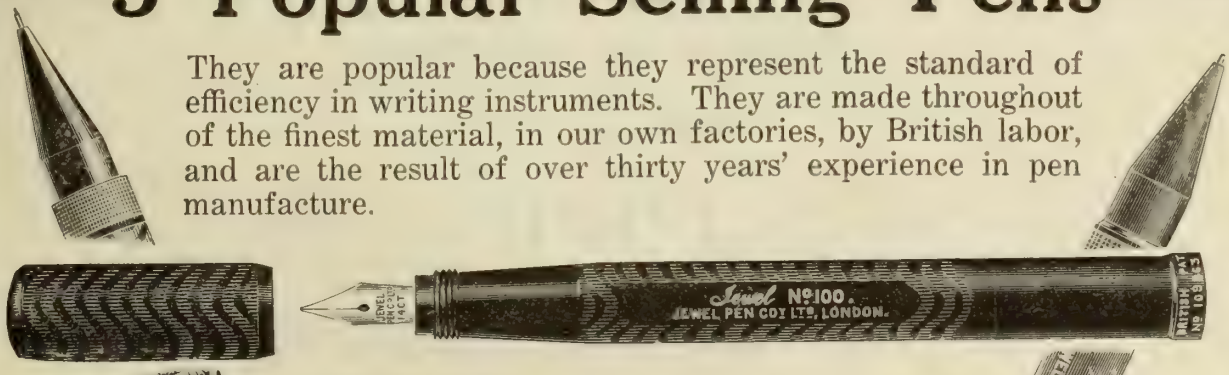
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"JEWEL" No. 100 Safety Fountain Pen

Best quality 14k gold, iridium-tipped nib, can be carried in any position without leaking.

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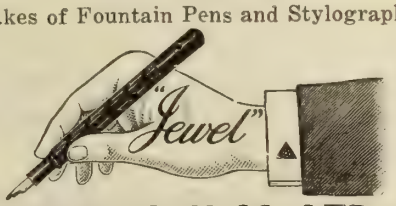
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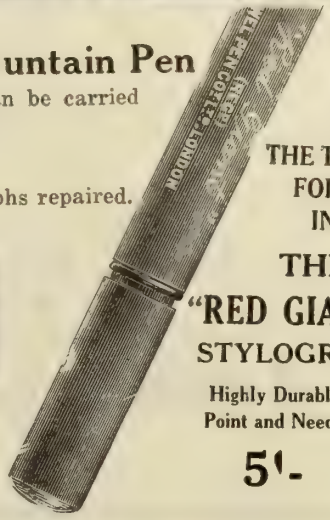
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Best Quality Chased Holder

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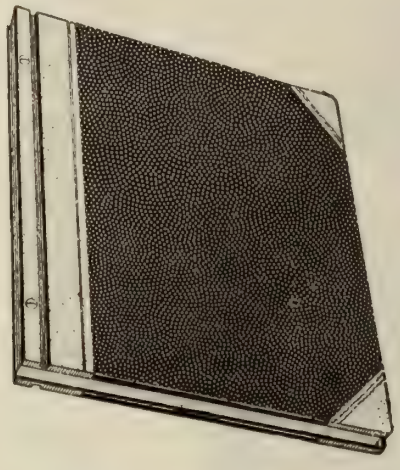
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Vol. XXXV. JULY, 1919 No. 7

A Vacation Necessity—Books.
Canadian Stationers Should Organize.
Merchandising Methods.
Farmers Using Loose Leaf Systems.
New Toys Described and Illustrated.
News About New Books.
Reports of Best Selling Books.
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Editorial Chronicle and Comment

A VACATION NECESSITY—BOOKS

AS spring turns to summer, the hills, the trees, the mountains, the sea, the river, the green fields and the thick woods begin to occupy a larger share of our thoughts and with the arrival of vacation time become part of our actual surroundings. Camping outfits, fishing tackle, canoes, and lunch-baskets monopolize our attention to the exclusion of all thoughts of crowded cars and hot city streets.

In the rush of packing our trunks for the journey countrywards, however, one item runs a grave danger of being forgotten. Books are an indispensable feature of a holiday of any kind, they are as essential to the success of a holiday as food and sleep. What would the rainy day of a vacation be without a book? Perhaps you have never experienced it. If you have it is quite certain you will never run the risk of repeating the experiment. You wander disconsolately about seeking for reading matter of any kind. You pick up a copy of the day-before-yesterday's newspaper which you have already read, next you come across a copy of a magazine three months old or perhaps one of last year's. This lasts you about three minutes and you then approach your fishing companion of yesterday who is comfortably installed in an arm chair reading.

After two or three inane remarks about the weather you succeed in getting only a grunt from him; he is absorbed in his book, and finally you give it up in despair and sit and watch the rain. It is as foolish to stay in out of the rain without a book as it is to go out in the rain without a raincoat. An open log fire and a good story are the camper's only defense against nature's vagaries in the matter of weather.

See to it, then, that books are not forgotten. They must be planned in advance. You may not know what you are going to have for dinner—you may catch or shoot it, you can make up a bed out of boughs or anything else, but you cannot make up a book out of whatever happens to be handy. You must choose your mental pabulum beforehand, that is, if it is to be satisfying. Let the bookseller take this to heart and let him not fail to push his wares with those who are setting out on their vacation. Everyone who is taking a holiday (and who is not?) should be a prospective customer.

Let him preach books as the panacea for every ill. For the long winter evenings, for springtime discontent and for summer campers' ennui suggest books—books—books.

KEEP WELL POSTED

NO man can know too much about the business in which he is engaged. The greatest prizes in the commercial world to-day are going to the men who know. These men, because they have the energy necessary to become posted on all sorts of details which the average man passes up as unimportant, get a wider vision which gives them a tremendous advantage. They study most carefully the needs of the buying public which they serve and not only supply them but by judicious management create new needs. They are posted thoroughly on time-saving and labor-saving methods because these things under present day conditions mean either a big saving or a big loss. By using the general knowledge which they are constantly seeking they develop the faculty of being able to think and what is equally important to act quickly. This naturally develops in the man aggressiveness in business that can be obtained in no other way. It makes them keen merchants and keen does not in any way mean that they are ready to stoop to methods of unfair dealing, but that they are quick to see the chances for trade and quick to take advantage of them. Most persons who have come in contact with the outstanding figures in the retail trade to-day are astonished at the wide knowledge they have. These men would be expected to know all about their own stores, but they frequently surprise people by the grasp they have of numerous details, most of which when analyzed will be found to have a bearing of some kind on the business in which they are engaged. There is nothing superficial about this knowledge. It is based on actual facts, because accuracy is a vital element in successful business building. Small mistakes will often wreck a business quicker than anything else and no one knows this better than the keen retailer.

Stationers Should Organize

By D. C. McRAE (of McRae Bros., Prince Rupert)

THAT there should be an Association of the Stationers of Canada seems so obvious that the wonder is that such an association was not formed long since. Throughout the civilized world nearly every trade, profession and industry is organized. Did such organizations not justify their existence their decline would be inevitable. That the number is ever on the increase shows that they serve a useful and proper function. The individual working single handed cannot get very far. Invariably the class that is not organized gets the worst of it. "In union there is strength."

The pulp and paper dealers of Canada have their association, and I observed that at their convention in January last, they, as individuals, subscribed $4.247 for the benefit of the Khaki League. This is an indication of financial strength. Then our friends the wholesale and manufacturing stationers—well their prices are wonderfully uniform, and we sometimes suspect that competition with them is not as keen as it was in former days. "Competition is the life of trade," but that competition that places all the emphasis on price is neither satisfactory or profitable to either wholesaler or retailer. If they have had the wisdom to get together I do not see that the retailer has any just complaint to offer. It would seem that the stationers were about the last to get into line.

I believe that the stationers should have associations in all of the larger cities of Canada, and that there should be a Dominion Association which would serve as a clearing house for the local associations and individual stationers throughout Canada.

Our neighbors to the South have their National Association of Stationers and Manufacturers," organized in 1914. It has experienced a steady and healthy growth from the beginning. Their little book, "Who's Who in the Stationery World" shows that in their membership are twelve Canadian firms. The time has arrived when Canada should have its own stationers association, and I am sure that each of these twelve dealers may be figured on for such an association. In 1917, with a membership of over twelve hundred, the receipts of the National Association were $15,023. In 1916 the National Association engaged a permanent secretary, and in addition, in 1916 engaged a secretary of the bureau of information. This department publishes the "National Association News," which is the medium of communication between the officers and members. Among its many functions is to announce resale prices as recommended by the National Catalogue Commission. Manufacturers are invited to keep the "News" informed whenever new goods are ready for market, also to announce discontinued lines. Dealers have the privilege of listing overstock goods and also of inserting notices for any special goods they may wish to purchase. Resale prices as recommended by the National Catalogue Commission are issued after careful consideration by competent men. Taking the expense of a fairly-conducted business into consideration they give a reasonable profit—fair to dealers and customer. The prices are simply recommended, and their adoption is not compulsory.

The San Francisco stationers were organized six years ago by Henry P. Diamond, a professional organizer, a man knowing how, and who is now in the service of the National Association. Previous to organization a bad state of business existed. Everyone was striving for business, and assignments were of considerable frequency. It was a survival of the fittest. They went into bankruptcy, not for want of business but because the business produced losses instead of profits. In 1915, when attending the National Convention at San Francisco I met these men and visited their stores. More progressive, successful and enthusiastic association boosters you would not wish to meet. They issue their own resale loose leaf price book and place it on sale for all comers, customers included.

During the past four years as prices advanced new lists were issued. They got the benefit of the advances, as they should, since they must take the losses when prices commence to tumble. It is the fairest way of doing business and it lessens expenses and reduces other complications. When the customer learns that the prices are fair, that he does not pay more than others, he is satisfied.

What stationer in Canada but would gladly have paid a handsome sum for these resale prices, especially when he knew that his competitors at the same time were using the same retail prices.

A Dominion association should consist of manufacturers, booksellers, stationers and jobbers. An association embracing all these divisions, I believe, would make greater progress than would be otherwise possible. The work of the dealer and jobber begins where the work of the manufacturer ends. Instead of there being any antagonism between the selling and manufacturing branches of the business, a Dominion association would develop a sympathetic co-ordination of energies. This has been the experience of the National Association, and there is every reason to believe that it would be our experience.

A knowledge of merchandise, methods of doing business, and a proper system of accounting are matters in which a Dominion association would render valuable assistance to its members. The annual convention would be the melting pot for the ideas and activities of the members for the year.

The Hon. Edward N. Hurley, chairman of the U. S. Federal Trade Commission, in addressing the National Association at their 1916 convention, said: "In studying the figures of business corporations, operating under the conditions existing in this country to-day, it is rather startling to find that only 10 per cent. of the merchants and manufacturers know what their goods cost to manufacture and sell." I wonder how many stationers in Canada have an intelligent, practical cost-finding system? The man who does not know his costs is the man who prices his goods foolishly. Prices based on guess work are a menace to safe and sound business, and the man who knows his costs will win out against the man who does not. I therefore believe it should be one of the first duties of a Dominion association to develop a standard system of accounting that will meet the particular requirements of the stationery business.

Having such a system, every member would be started on the right road. He would get the benefit of the knowledge and experience of every other member and obtain data with which he could compare his own methods of doing business.

I am sure most stationers realize the advantages of a Stationers' Association. It is only a case of starting the ball. In launching such an association there is everything in getting the right start, and I believe that would be highly advisable to secure the services of Henry P. Diamond, who was previously mentioned. Fletcher B. Gibbs of Chicago is another man whose experience and talents especially qualify him to act in this capacity. With such an association properly launched, general conditions in the trade would be greatly improved, and many bad practices and petty jealousies would be abolished. Then what a privilege it will be to meet in counsel annually with those engaged in the same work for our mutual edification and enlightenment, to review the past and plan for the future and endeavor to solve the many problems that confront us every day in the year. It can be done, and I believe it will be done.

Toronto is the centre for the stationery trade in Canada and I would respectfully suggest that Toronto get together in a good strong local association, join forces with the wholesalers, invite applications for membership, prepare a programme, and extend a call to all wholesale and retail booksellers and stationers in Canada for a Dominion convention to meet in Toronto at the time of the Toronto Fall Fair, 1919.

NEWS OF THE TRADE

Arthur B. Dewberry, who has returned recently after four years service overseas, has joined the staff of Thomas Allen. He will travel in Ontario.

A new firm of stationers in Toronto is that of Stanton, Downey & Evis, who have opened business in the store directly south of the Toronto Stock Exchange, on Bay Street.

The Stibbard Drug Co., of Weyburn, Sask., have a store that might as well be called a stationery store as a drug store. They do a good business in selling magazines as well

An interesting change in the stationery trade taking effect July 1, was the withdrawal of James Cook and his son, J. P. Cook, from Brown Bros., Ltd., to engage in the commercial stationery business, having purchased the long-established business of Brown & Stanton, on Bay Street, Toronto.

Canadian members of the trade who met Desmond Tuck, of Raphael Tuck & Sons, London, will be glad to know that he has recovered nicely from his smash while flying when in the service. He had a narrow escape but is now in harness again at Raphael House, and makes light of an accident that nearly cost him his life.

G. N. Bolton, who has been overseas with the Canadian forces since 1915, is back again with the Robt. Simpson Co., and has been put in charge of the book section of the book and stationery department, of which W. F. Mallagh is manager. Mr. Lomas continues to look after the stationery and kodak section of the department.

From the P. F. Volland Co., of Chicago, comes a very neat announcement of the election of new officers, following the death of Paul Frederick Volland, the founder of the company. These officers are as follows:

F. J. Clampitt, president and treasurer.
W. R. Anderson viec president .,
H. S. Adams, secretary.
E. J. Clampitt, assistant treasurer.

The first three named, together with James R. Offield, and Maurice Berkson, constitute the board of directors.

In the April issue in a review, reference was made to different manufacturers of fountain pens, but the name of one prominent firm, the Jewel Pen Co., was omitted. This concern manufactures an extensive line of fountain pens and stylographic pens, and in this connection it is interesting to chronicle the fact that there has this year been quite a pick-up in the public's demands for stylographic pens.

B. A. Clarke, who for many years has been Canadian representative of the house of Ward, Lock & Co., of London, publishers, and woh has during these years made Toronto his headquarters, with an office at 27 Richmond Street, West, is leaving Canada and the Canadian branch office has been closed. In future Mr. Clark will continue to look after the Canadian terrtiory for his house, making one or two visits each year. Mr. Clarke has made hosts of friends in the years he has been so closely associated with the Canadian book trade, and they will join BOOKSELLER AND STATIONER in regretting that he is no longer to spend his whole time in Canada, but they will be pleased to know that he is to be a regular visitor to this trade.

FIRE IN PENCIL FACTORY

A serious fire occurred on June 12 in the factory of William Cane & Sons, wooden ware and lead pencil manufacturers, Newmarket, Ont. The fire was caused by an explosion of a boiler. Thirteen people were badly burned and damage was done to the extent of $20,000.

The explosion occurred in the centre of the building, and in a short time that section of the premises was entirely gutted. It was only after a strenuous battle, lasting over three hours, that the fire was finally got under control, and the firemen succeeded in saving the extreme wings of the building.

A number of people injured and burned in the explosion were taken to the Toronto General Hospital early in the afternoon.

Charles Eade and Nellie McGhee, who were among the victims, died at the Toronto Hospital the following day.

GREETING CARD ASSOCIATION

At the annual meeting of the Greeting Card Association of the U.S., held in Philadelphia on May 20, during the card, calendar and gift novelty exposition in that city provisions were made whereby ts association will spend approximately $50,000 in an advertising campaign to be inaugurated immediately and extend throughout the fiscal year. Last year the association spent $30,000 on advertising. Of the $30,000 to be expended this year, seven-tenths of this sum will be used for national advertising.

It was decided that retailers be admitted to the association as associate members. This class of membership is to be $10 per year.

Amongst the speakers was Robert L. Barrows, of Barrows & Richardson, advertising specialists, of Philadelphia. Mr. Barrows remarked that the objects of the association's advertising were two-fold. First, to imbue in the mind of the retailer that the greeting card business, which fell off in 1917, could be made to come back; second, to remove prejudice such as existed in 1917. Mr. Barrows predicted that the biggest business ever would be recorded in the course of the next four or five years.

NEW BRITISH INDUSTRY

Mouth organs are now being made in England by a firm known as the First British Mouth Organ Co., Ltd., in London. This is next best news to being able to record that these popular selling instruments are made in Canada.

BACK TO BOOKS

Wilfred Ford, who enlisted four years ago, and has, almost ever since, been on active service in France and Flanders, returned to Toronto last month. When he enlisted he was associated with Geo. Stewart, then at the Oxford University Press, and is with him again, having joined the travelling staff of McClelland & Stewart, Ltd. Like George Stewart himself, Wilfred Ford is exceedingly well posted in the bible trade.

SMITHERS STEPS UP

The trade across Canada, and particularly in the West, will be glad to hear that George Smithers has been promoted to the position of assistant sales manager for the Macmillan Co. This will mean that his will be largely inside work although he will still handle Montreal, Toronto and Ottawa. The West will be covered by the establishment of a Macmillan depository in Winnipeg, which will take care of all school book and general business.

This western depository will be under Capt. Malcolm Macvicar and A. D. Newby, under the firm name of Macvicar, Newby Agencies, Ltd., Winnipeg.

MERCHANDISING METHODS

GOOD ADVERTISING

May E. Russell, Parry Sound, Ont., used display newspaper space recently to advertise her circulating library, which was about to open on Seguin St. The effective heading of the advertisement was:

"Is reading your recreation?"

FEATURES WALLPAPER

McKay's bookstore in Neepawa, Man., is handling an extensive line of wall paper in such a manner as to be one of the most profitable departments of the store. This wallpaper is displayed in the most approved fashion in the rear end of the store, which is elevated about two feet above the main floor. The proprietor, who by the way is the Mayor of Neepawa. also handles a line of gramophones, as well as crockery and fancy goods. He has been in business at the same stand for many years. He states that he gets the trade by buying close and selling at a small margin of profit. "I am constantly told that the values I offer are better than can be procured in nearby towns," he said.

KODAKS AND CAMERA SUPPLIES

Kodaks and camera supplies are played up prominently these days in the newspaper publicity of the Goetz-Cornett Drug & Book Co., of Red Deer, Alta.

A "STRIKE" IDEA

In Toronto there was a few weeks ago, a real danger that the barbers would go on strike, but, fortunately the easily available safety razors discounted any likelihood of any large proportion of the male population taking on the facial appearance of the bearded Bolsheviks of Russia. J. H. Wilkinson, a live retail stationer, whose store is on College Street, Toronto, hit upon the timely plan of putting in a window of safety razors and blades, featuring the general advantages of their use and linking the display up with the barbers' strike that was then imminent. This is being chronicled here because it is of suggestive value to other stationers, not only on the score of the suitability of this line for selling in stationery stores, but to emphasize the fact that events of the day frequently offer merchants timely window displays that are bound to create sales adding prestige to a store as being wide awake and progressive.

SPECIALTIES

Among the specialties for profitable selling by stationers are such lines as gold paint, gold enamel and cement. Gold paint is used for all kinds of gilding. In introducing it, sales persons should point out that it dries hard in a few minutes, presenting a surface as of rich hammered gold. As to gold enamel used for all kinds of gilding and decorating, this produces the same elegant effect as gold leaf, can be washed when soiled and restored to its original brilliancy.

Cement for mending glass, china, wood, metals, crockery, etc., is another article for ready sale. In this case a selling point is that it resists both hot and cold water.

It is not enough to carry these goods in stock. They must be displayed and introduced. If this course is adopted, sales may easily be multiplied ten times, as compared with the inactive policy of merely waiting for calls for such items.

Often times the most valuable publicity which any line of merchandise can obtain comes to it indirectly because it has news value. Vogue for many a product has sprung up naturally in this way when probably no amount of direct advertising could have stimulated it.

THE ARROW OF GOLD

Joseph Conrad, whose recently published novel, "The Arrow of Gold," is now being read and discussed almost the world over, wrote his publishers just before the appearance of his book to this effect:

"It will need all you efforts, because I have an idea that there will be a good many critics out for my scalp on account of those pages which can be so easily misunderstood. I have tried to avoid all rhetoric, all subtleties and all declamation in this piece of work, round which my thoughts have been working for many years before I mustered courage enough to put pen to paper. But not a line has been faked in deference to prejudice or from personal fear of consequence. Still, one cannot help thinking of one's readers—the old and new friends of my writing life. I feel a little as if I were givink myself away, for, indeed, psychologically it is quite a disclosure of an unusual temperament."



Two good suggestions for effective window display cards.

SEALING WAX

In the women's sections of many newspapers in the U. S. and Canada, there have, of late, appeared illustrated articles on the return to popular favor of use of sealing wax.

As an aid to selling it would be a good idea, whenever an article of this sort is noticed, telling about a product sold in stationery stores, to cut it out, mount it and display it on the counter with the goods for a short time. In this way the store will bring about a direct tie-up between the best kind of publicity and the product.

H. O. Langford, of Wolseley,Sask.,does a good business in selling pennants and automobile banners as well as such articles as cushion tops with patriotic designs. Mr. Langford is among the stationers who believes in newspaper advertising.

Among the stores featuring office supplies in recent newspaper advertising is Wood's bookstore, Ingersoll, Ont.

LOOKING TO CANADA

IN the June issue of the "Stationery World," England, appears the following article, under the heading of "Opportunities for British pencil manufacturers—a rich field in Canada."

In a country where there is at present only one manufacturer engaged in the pencil-making industry, and that country, too, a not inconsiderable part of the Empire, there would prima facie seem open to the British manufacturer a wonderful field for the expansion of his trade. A correspondent pointed out in the Times, recently, that Canada, the land of opportunity referred to, is practically dependent upon outside sources for its supply of pencils. It is the opinion among Canadian importers that British manufacturers of lead pencils ought to be able to increase their export trade with Canada now that the war is over and trade conditions are resuming their normal state. Although the pencils of the only Canadian manufacturer in this industry appear to be of good quality, they are not yet much in evidence on the market, as he only embarked upon the enterprise a year ago.

Except for the years 1915 and 1916, Canada's import trade in pencils has steadily increased. During 1918 the import value of $415,293 was the largest in the country's history. In 1917 it was $397,416, while in 1913 the total was $380,358. The imports for the off years of 1915 and 1916 were $261,548 and $265,603 respectively.

At the request of the Imperial authorities, details as to the countries of origin have not yet been furnished by the Canadian Government for 1918. They can, however, be furnished for the preceding five years. As was to be expected, in view of the conditions created by the war, Canada's import trade with Great Britain in pencils, as in nearly all lines of merchandise, has steadily declined during the five-year period ending with 1917. It never was, even in pre-war days, very prominent, coming next to Germany, which, in turn, was a bad second to the United States. With the German product no longer in evidence, the British-made pencil comes second in their import trade. But it is an insignificant second at that.

In 1913 Canada imported pencils from Great Britain to the value of £64,398, but it had sunk to £15,382 in 1917. During the same period the imports from the United States increased from $229,507 to $379,150. This was a decrease of 76 per cent. in the imports from Great Britain, and an increase of 65 per cent. in the value of the imports from the United States. While the imports from Germany are now nil, in 1913 they were valued at $74,747 and in 1914 at $78,922.

Importers are of the opinion, says the Times correspondent, that if manufacturers of pencils in Great Britain are to secure a larger portion of Canada's import trade in pencils they should make a study of climatic conditions there. Canada possessing a much drier climate than Great Britain, importers have found that in certain instances pencils brought from there have had a tendency to buckle and crack. Germany, on the other hand, made a close study of the climatic conditions obtaining, and as a result was up to the time of the outbreak of the war gradually increasing her trade with this country. Shortly after the outbreak of the war pencil manufacturers in the United States developed an increasing interest in the Canadian market, and while after they became belligerents their efforts were less aggressive their trade with the Dominion is still growing.

Under the preferential tariff pencils coming into Canada from Great Britain have advantage of 12½ per cent. in the duty levied, the rate being 15 per cent. compared with 27½ per cent. on the American product.

EMBOSSED BRICKS

A. J. Holladay & Co., Ltd., of London, Eng., are now manufacturing embossed brieks. These are being made in plain and fancy colors, and are beautifully fininshed. An advantage over the ordinary bricks is that they are unbreakable, and another good point is that they are absolutely harmless to the youngest of children.

WON $1,000 PRIZE

Columbia University last week awarded the Joseph Pulitzer prize of $1,000 "for the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood" to Booth Tarkington's "The Magnificent Ambersons." The committee of award consisted of Robert Grant, chairman; William Morton Payne and William Lyon Phelps.

KERENSKY'S BOOK

"The Prelude to Bolshevism," by A. F. Kerensky, tells very graphically and very completely the first chapter in the drama of Bolshevism. Few understand how this doctrine, which was at first kept in check, suddenly spread like wildfire through the Russian nation. One of the few men who really knows the inner secrets of the rise to power of the Bolsheviks is Kerensky, who was the greatest power in Russian during the period between the abdication of the Czar and the triumph of Lenine and Trotsky.

IS NOW MRS. ELIOT

The wedding took place recently of Mrs. Gertrude Atherton, the noted American author, to Capt. Arthur Eliot, co-author with Capt. Bairnsfather, of "The Better 'Ole."

"Billy Boy" is the name of the new novel by Archie P. McKishnie, to be published in the forthcoming season. It is a story of the early Canadian gold fields.

Loose-Leaf For Farmers

Stationers Should Cultivate This Trade and Not Leave it For the Itinerant Salesman to Gobble Up.

Farmers are more progressive than they ever were before, and this is especially true of the farmers of Canada. They are becoming better business men and consequently are buying, and will buy still more business requisites. There is a harvest here for the alert stationer. In Canada the proportion of rural to urban population is even greater than in the U. S., where one-third of the population is engaged in agriculture.

The correspondence alone of the average farmer would surprise you. He is continually writing for prices and description of machinery, fertilizer, nursery stock, poultry, livestock, etc. He has extensive correspondence with the state agricultural college. He is a subscriber to one of more farm papers, and if he had the facilities he would clip and file many of the articles he is interested in. The Government agricultural bulletins are read by thousands of farmers. These contain information of the greatest value to him and should be filed for future reference.

The following extract of a letter from a Western farmer shows that agricultural men are ready and waiting for system:

"You will grin when you see the rustic simplicity of my office shown in the photograph I am sending you. You see, while I've been testing the value of having an office, I've been using some homemade equipment. I guess I'm about due for some up-to-date office equipment just about now.

"Simple and crude as it is, my office is invaluable to me. I can place my hand instantly on any letter, catalogue, bulletin, or paper that I may need. It beats filing my letters in their original envelopes behind the clock on the kitchen mantel. It gives me a place to talk business and to plan my work undisturbed."

Farmers are fast becoming recognized as prospects for record filing equipment, and the time is coming when they will be solicited as closely for this business as they are now for pianos, stoves, victrolas, etc. Salesmen of these articles are reaping fat harvests in agricultural communities.

There is no reason why desks and filing cabinets should not find an outlet in the same direction.

MAKING BETTER DOLLS

The toy trade is promising this season, says the Edinburgh "Scotsman," though the revival of buying may not be so marked here as in other directions. Even under the cloud of war there was everywhere a commendable effort to see that the younger generation were not robbed of the special joys which the season of goodwill means to them. On this occasion the dolls which will catch the tiny maiden's eager eye have a national as well as purely domestic interest. This important branch of the trade shows clearly that the British manufacturer has been making a strong effort in somewhat handicapped conditions to make up for lost time. Doll manufacture at home has this year, it is said, made up a considerable part of the leeway in a trade which was a pre-war German specialty. Our dolls are taking on an individuality which before they did not possess. Better work is being done in the potteries in the making of heads and the delineation of features, which are the pride of the small tenants of many a nursery. Whole enemy communities specialized in doll making, and with long experience they were about first in the market in this department of the trade, but dealers are sanguine now that, given the machinery, material, and labor, the British manufacturer will, in this line as well as in the making of mechanical toys, another German specialty, challenge and check the penetration of the German toy maker. A distinctive place is still held in this market by the little French dolls, whose daintiness is in quite a class by itself. Wooden toys made in Scotland, some by wounded men in the Lord Roberts Workshops, and in the Edinburgh Toy Factory, and others in Aberdeen, are specimens of good workmanship, while animal toys of felt, made at the factory at Tynecastle, in Edinburgh, are said to have no superiors for shapeliness and finish. For the war toy, a creation reflecting the period out of which we are passing, a limited future is predicted, though there will be a martial element in the young idea for which the manufacturer has to cater. But a reduction of armaments in the toy bazaars is certainly anticipated.

UNCLE WIGGILY

The new Uncle Wiggily game, just introduced by the Milton Bradley Co., is played on a large folding board and is based on the adventures of the bunny rabbit hero of the Garis bedtime stories, prominent in comic supplements of various newspapers and also published in book form. This combination of interest between books and games is one that should be played up by the dealer.

ANIMAL NOVELTIES

Illustrated here are two novelties in the Nobbytoy Co.'s line of toys that are suitable, not only for children, but as favors, souvenirs, card prizes, etc.



Interesting Novelties

Four of the newest ideas in "specialized" dolls. "Splash Me" bathing girls at the left and beside the dog are two being used in various ways to make interesting store displays as well as to sell for prizes and souvenirs. The "Splash Me" at the left and "Tiss Me" beside her, both have beautiful coiffures of real hair preserved in hair nets. "Tiss Me" has the ever alluring auburn shade. Of sadder political significance, is that of the "Bone Dry" pup, in his shaggy brown coat.

The cat is black, the dog a rich yellow, and both have red collars, all parts are movable and they can be instantly adjusted into many weird and unusual positions.

The dog is 5 inches high and the cat 8 inches to top of back.



THE FUNNY FACES

The Funny-Face Family of the toy tribe, for which the N. D. Cass Co. stand sponsors, are great mirth provokers. The scene depicted here is typical of the possibilities of these toys for reproducing scenes from life, by reason of the movable legs, arms, heads, etc., which stay "set" when the desired attitudes are achieved by the manipulator.



Irate Father hastens to administer reproof.

This is one of the numbers in "The Funny Face Family," a popular line of toy novelties.

GILBERTS EXTEND

The F. Ad. Richter & Co.'s plant at Boston, which, previous to the war manufactured building blocks, is now the property of the A. C. Gilbert Company, with which the A. C. Gilbert-Menzies Co., of Toronto, is associated. The Richter Company was seized during the war by the Alien Property custodian and later disposed of to George U. Tomper, vice-president of the Tower Manufacturing Company, of New York. The latter deal, by which the Gilbert Company becomes owner of property, patent rights and good will of the toy manufacturing branch of the Richter Company, is considered important and significant as it greatly enlarges the scope of the Gilbert operations and demonstrates that this company has no idea of confining itself to any particular line of toy.

MELODY BLOCKS

Among the newest of the educational toys are the "Melody Blocks." The blocks are of great aid in teaching music to children. There are thirty-six blocks to the set, eight of which contain the clef and metre signs, key signatures and bars. Each of the remaining twenty-eight blocks is capable of expressing from four to eight staff names, according to the clef sign used, turning the stem up or down, and using the reverse side of the block.



In the Toy Department of the store of G. H. Holland & Sons, Montreal. Described in last month's issue.

A GOOD COMBINATION

A good point was brought out in the course of an interview with the toy buyer of a large U. S. retail house, as published in "Playthings." This buyer had just had his responsibility as head of the toy department increased by being given charge of the sporting goods department as well.

"And when you come to think of it they fit in very nicely together," he said. In fact he cited a number of instances where the same combination was being worked out.

"For one thing," he said in talking about the alliance between toys and sporting goods, "Sporting goods are active in the Summer when toys are quiet, while around Christmas time a man can give practically all his time to the toy department and feel that the other will not suffer.

"At least that is the theory; but it is no longer as true as it used to be, when the toy department practically went out of business between the holiday seasons. We don't do that any more. The educational value of the toy has been so developed that it is no longer merely a thing to be given a child as a holiday present, to amuse it with its bright colors for a few hours and then be thrown away. The toy makers have never done anything so advantageous, both to their own interests and to the advantage of the growing generation, as their introduction of the educational element into the toy world. That moment it ceased to be a mere 'pacifier' and became an important element to influence the life of the child."

GOOD SELLING HELP

Marshall, Field & Co., Chicago, encourage employees in their store to make suggestions for the betterment of its merchandising policies and methods, as a result of which several features have been introduced which have proven to be money makers. For instance one girl suggested the possibility of putting on different selections of goods in handsome boxes, to be given as presents to boys and girls. Each box carries a card on the outside telling the contents, so that the purchaser can decide as to the suitability for the particular child; but after the box is purchased the card is removed and the recipient thus has the delightful sensation of opening up a "prize package." This feature has proven very beneficial in stimulating sales by offering a ready solution of the old complaint, "I don't know what to get," and usually makes a larger and quicker sale than would otherwise be the case. These boxes are put up by the girls in their spare time, and are sold at the combined price of the articles plus the price of the box. Sand outfits, which are now selling rapidly for the Summer season, are also put up in the same way, thanks to the suggestion of another girl on the sales force.—"Playthings."

A SMILE A MINUTE

"Well, Joe," says Ed. Harmon, the famous Southpaw, in H. C. Witwer's "A Smile a Minute," "you are prob'ly thinkin' the country has gone to the dogs you are so scre now on account of them deletin' your nightly beer that a temperance lecture would only make you foam at the mouth, so I'll lay off. But, Joe, I must say it will be comical next summer to walk in a drug store and split a bottle of Smith's Soothing Syrup or get reelin' around the place over a coupla nut sundaes, hey?"

This is a typical paragraph from the rich fund of good stuff in this second offering of "Nine Innings," featuring Ed. Harmon. It is every bit as good as, if not better than, the "First Game." It was published in May by Small, Maynard & Co., Boston.

Selchow and Righter Co., 620 Broadway, New York, have just introduced a hardwood cabinet phonograph, 9½ by 9½ inches, that can be profitably retailed at $5 in Canada.



Books

BEST SELLING BOOKS
(From Baker & Taylor's Bulletin, June.)

1. The Arrow of Gold. By Joseph Conrad.
2. The Four Horsemen of the Apocalypse. By V. B. Ibanez.
3. The Wicked Marquis. By Phillips Oppenheim.
4. Dawn. By Eleanor H. Porter.
5. Christopher and Columbus. By Countess Von Arnim.
6. The Moonlit Way. By Robert W. Chambers.
7. The Cup of Fury. By Rupert Hughes.
8. Jungle Tales of Tarzan. By Edgar R. Burroughs.
9. The Shrieking Pit. By A. J. Rees.
10. The Desert of Wheat. By Zane Grey.

The number of reports received from Canadian booksellers was not sufficiently representative so the Canadian summary is omitted this month.

BEST SELLER REPORTS

Booksellers who send in reports of best selling books are reminded that these reports should reach BOOKSELLER AND STATIONER not later than the twenty-fifth of each month. Every month we receive some reports too late to be used and this is sometimes true of booksellers right here in Toronto. Booksellers in the far West should mail reports about the twenty-second, and those in the Maritime Provinces about the twenty-fifth. As has repeatedly been pointed out, it is in the interest of all, that these reports should be as representative as possible of the whole country, so every bookseller in the habit of sending reports should make it a point never to miss doing so, and those who have not begun are invited to form this habit.

To any who will write the editor expressing a willingness to adopt this course, blank report cards will be mailed every month.

PARLIAMENTARY GUIDE

After reading "The Canadian Parliamentary Guide," by "M.P." any person can at once get a clear, bird's-eye view of a meeting, and, if a more clearly cut definition on some point is needed, he can then refer to the more abstruse books and get his information understandingly.

This new guide is a Macmillan issue.

WINS PULITZER PRIZE

One of the events of the year in the literary world is the award of the Pulitzer prizes and letters for the best books published in the different departments of literature each year. This year the prize of $1,000 for the best biography has been awarded to "The Education of Henry Adams." This is the highest recognition of literary merit attainable, and is quite in acordance with the remarkable reception that this unique autobiography has met with on every side. It has sold like a popular novel, and still leads the list of best sellers of non-fiction books in the Bookman, a position it has occupied constantly since January.

THE GAY-DOMBEYS

In dealing with the new novel, "The Gay-Dombeys" by Sir Harry Johnston, published by Macmillans, booksellers in introducing the book can scarcely do better than point out to prospective customers what H. G. Wells says of this book. Mr. Wells says:

"Sir Harry has to tell of very curious and intricate realities; he knows as thoroughly as any living man can know the intimacies of that queer system in which court, foreign office, colonial office, family influence, financial powers, shipping firms, casual adventurers, inspired journalists, and the encounters of the London dinner tables and English week-end parties, played their parts in the expansion and administration of the Empire of Queen Victoria. Sir Harry has lived the life, and so far from his laxities impairing his final effect, the easy carelessness of his presentation adds enormously to our final conviction of the truths in his picture. There is sheer fun for its own sake in this book, there are viewy passages and startling allusions to real people. It grows together because it is a real story built up of real experiences, and warm (and sometimes hot) with passionate feeling."

SIR ERNEST WILLIAMS

John Ernest Hodder Williams, head of the firm of Hodder & Stoughton, has been knighted. Sir Ernest is the eldest son of John and Mary Williams. His mother is the only child of the late M. H. Hodder, and his father is a nephew of the late Sir George Williams, founder of the Y.M.C.A., with whom he was connected in business for over forty years.

Sir Ernest has crossed the Atlantic many times, and before the war a trip to the States and Canada, where he has many friends, was a regular event of the Summer. When the war broke out, Mr. and Mrs. Hodder Williams threw their whole strength into national service, but Mrs. Hodder Williams has not lived to share her husband's honors.

COL. BRUCE'S WORK

One of the sensations of the month in the book world was the appearance of Col. Herbert Bruce's book, "Politics and the Canadian Medical Corps,"which deals with a subject which has been the cause of unending dispute involving accusations and counter accusations on the part of prominent soldiers returned from the front, members of the Government and the Opposition.

This book, which was put out by the Ryerson Press, (formerly Wm. Briggs), went through from M.S.S. to completion in two weeks.

WAR ROMANCE OF THE S. A.

A remarkable story, rich in human interest that will go straight home to the heart of every reader. The doughboys who met the Salvation Army lassies on the firing line are giving their wholehearted approval to "The War Romance of the Salvation Army," published by the Ryerson Press, Toronto. The authors are Commander Evangeline Booth and Grace Livingstone Hill. It is the true story, including hundreds of humorous, thrilling and pathetic anecdotes of how the Salvation Army lassies went into the hell of the battlefields with the boys, and under shellfire, by day and night, ministered to them. There was hot food and drink, and those famous doughnuts and pies. A smile, a word of cheer, a helping hand to the wounded, a tear for the dying.

FARMERS AS BOOK BUYERS

"Farm and Fireside," one of the U.S. agricultural papers, in an advertisement in "Printers' Ink," compares the advertising of different lines of goods to farmers in 1909 as compared with 1919. Here is what the advertisement said about books:

> In 1909 catalogues featured books such as Adam Bede, Robinson Crusoe, and works by Mary J. Holmes and E. P. Roe.
> In 1919 war books are featured and novels by Chambers, Wells, and Arnold Bennett.

The general argument of the advertisement was that farmers as buyers were calling for the same thoroughly up-to-date goods as people in the towns and cities.

Booksellers who have been harboring the delusion that farmers are poor prospects for new books should revise their outlook and extend their promotional work beyond the confines of the town in which they are doing business

NEW AND FORTHCOMING

Constable's, of London, have issued a small volume entitled "Call of the Nation and Other Essays and Letters," by Arthur Hooton Hudson, K.C., late attorney-general of the Gold Coast, being letters reprinted from the "Times," and other newspapers in the early years of the war. Among these letters are two in which the attitude of President Wilson, before the U.S. came into the war, are severely scored, and the author in his preface says that after due consideration he included these letters in this volume because "on the facts generally known they were not unfair at the time they were written."

DICTIONARY LIST

From Musson's comes their new dictionary list, of English and foreign dictionaries, foreign language series, reference books and such specialties as vest pocket dictionaries, including besides the English dictionary duplex language distionaries, including Dano-Norwegian, Dutch, French, German, Italian, Latin, Russian, Spanish and Swedish.

Specially featured is the school dictionary, uniform in size with regulation school text books, which has been brought up to date and specially adapted for use in the Canadian schools.

BIRDS OF CANADA

A new Canadian bird book, and one of great merit is E. L. Marsh's "Birds of Peasemarsh," published by Mussons.

The author, who is a Canadian, well-known to bird lovers, has written a most entertaining book. The publishers have printed and bound this book in Canada, on paper made in Canada, from type set in Canada, presenting to the public an "all-Canadian production."

One interesting feature of the book is that, so far as location goes, it is breaking new ground. Peasemarsh is on the Georgian Bay. No book that we know of has been written on birds in that part of the Great Lake region, though it is not confined to the birds nesting there. As it treats of both migrant and resident birds it is a fairly comprehensive work and should have a very wide appeal both to the student of bird life and to the general reader.

THE UNDYING FIRE

H. G. Wells, in his new book, "The Undying Fire," (Macmillan) has taken a great spiritual conflict as the theme. This he has made vivid and compelling, through characters drawn with his usual penetration and insight and through incidents of a highly dramatic nature.

Job Huss is as commanding a figure as has appeared in any of the author's books. Unreasoned faith and agnosticism alike fail to move him; and in the end, like Job of old, he is rewarded.

Man must fight and move forward because there is some God-given thing in his heart that impels him—this is Mr. Wells' message back of his story.

SOLDIER-POETS

Referring to the accompanying illustration of twenty British soldier-poets who fell in the great war, their names reading from left to right, beginning at the top, are:

(1) Capt. Colwyn Erasmus Arnold Phillips, (2) Lt. J. B. Masefield, (3)



Bryan Brooke, (4) Lt. Francis St. Vincent Morris, (5) Capt. Eric Fitzwater Wilkinson, (6) Francis Ledwige, (7) Rurooke, (8) Lt. R. E. Vernede, (9) Lt. Hugh Reginald Freston, (10) Capt. Chas. Hamilton Sorley, (11) Lt. T. M. Kettle, (12) Ewart Alan Mackintosh, M.C., (13) Lt. W. N. Hodgson, M.C., (14) Leslie Coulson, (15) Edward Thomas, (16) Capt. Julian Grenfell, D.S.O., (17) John William Streets, (18) Lt. E. Wyndham Tennant, (18) Alex. Robertson and Capt. Richard Dennys.

These twenty illustrations are reproductions of photogravures appearing in A. St. John Adcock's fine volume, "For remembrance soldier-poets who have fallen in the war," in which biographical information, together with extracts from the poetical works of forty-four of these soldier-poets who fell in the war are presented, making up a volume of extraordinary interest which Hodder & Stoughton have recently issued.

MORE E. K. MEANS

Instead of a regulation title the second volume of Dr. Means' inimitable stories comes out as "More E. K. Means" presenting additional stories of that strange blending of humor and pathos which goes to make up the Louisiana negro. All the old friends are here—the "Revun," Vinegar Atts, Figger Bush, Hitch Diamond, Skeeter Butts, Col. Tom Gaitsgill, Sheriff Flournoy, and many others; and the reader is also "pleased to meet de 'quaintance" of new ones equally interesting.

This is a Putnam publication.

CANADA'S SONS IN THE WAR

Announced for early publication is "Canada's Sons and Great Britain in the World War," by Col. George G. Nasmith, C.M.G., M.A., Ph.D., D.Sc., who served with the Canadian Expeditionary forces in France and Belgium, with an introduction by General Sir Arthur Currie, commander in chief of the Canadian corps. A great portion of the book is compiled from notes made on the battlefield by Col. Nasmith, and the description of the various engagements, written by an eye-witness, have an intimate appeal that no amount of long-distance reporting could convey.

THE BIRTHRIGHT

A book which has immediately assumed a big place in the public eye is Arthur Hawkes' "The Birthright," which is one which may be depended upon to raise a storm of discussion. It is a "Canada first" book, which is a direct variance with the views and aims of the Imperialists whose aim is centralization of government at London as against the plan of absolutely self-government Dominions acting together in the best interests of the Empire.

QUEBEC LITTLE COUSIN

Quebec is now honored with being included in Little Cousin series, published by the Page Co. The volume is by Mary S. Saxe, and is dedicated "to Dr. Geo. H. Locke, a long-legged Ontario cousin, who insisted that it came within my province to write this little book."

The volume has a series of illustrations typifying the French-Canadian province, and the text presents most interesting pen pictures of the quaint and historical spots of Montreal and the ancient capital, as well as of parts of rural Quebec and the habitant home. This Canadian juvenile is bound to make a wide appeal to people in all parts of Canada, and it affords a real opportunity to live booksellers.

PROBLEMS OF PEACE

An important new book just put out by Putnam's is Guglihelmo Ferrero's "Problems of Peace."

This message from a distinguished European traces Europe's peace problems from the time of the Holy Alliance to the League of Nations. The chapter headings are as follows: "To the American People." "The French Revolution and the Austrian Empire," "The League and the Peace of the Dynasties, 1815-1848," "The Revolution of 1848," "The Great Surprise." "The Germanic Triumph (1848-1870)," "The German Peace," "From the Holy Alliance to the League of Nations."

The author recalls to his readers that he has "had the good fortune to mature

his mind in America for the understanding of these historical events"; and it is on this ground that he is interested in recalling for Americans the stirring history which has now reached its climax, from the beginnings in the French Revolution into the immeasurable maelstrom of the present crisis.

THE AMBASSADOR'S TRUNK

Booksellers will recall the success George Barton scored with "The Mystery of the Red Flame," and will be able, on the strength of it, to get behind this author's new book, "The Ambassador's Trunk," which Page's have just put out. It is a good, stirring story and the appearance of the book itself, with its attractive colored jacket is such as to strengthen the effect it will make to prospective purchasers. The story is full of life and movement, and presents a variety of interesting characters.

ROLLO AGAIN

Richard D. Ware gives us another of his famous Rollo books. Its title is "Rollo's Journey to Washington." It is about the great war and the author's only desire has been to replace tears with mirth. The boy of yesterday, the man of to-morrow, is familiar with the method by which the mind of the young Master Mollycoddle was improved under the guidance of his father and uncle George. Those who survived such a course of purification will enjoy this story of Rollo's journey to the American capital. A notable feature of the book is a series of wood cut illustrations by Robt. Seaver. It is a publication of the Page Co.

A MOUNTAIN TALE

From the Page Co., comes "Smiles, a Rose of the Cumberlands," by Eliot H. Robinson, author of "Man Proposes."

Smiles is a girl that is sure to make friends. Her real name is Rose, but the rough folk of the Cumberlands preferred their own way of addressing her, for her smile was so bright and winning that no other name suited her so well.

Smiles was not a native of the Cumberlands, and her parentage is one of the interesting mysteries of the story.

Young Dr. McDonald and his warm friend, Dr. Bentley, both fall in love with her, and this situation affords a great deal of interest to the reader.

THE LURE OF THE PEN

Booksellers have a good opportunity for selling many copies of a new book which will appeal to the numerous would-be authors that abound in every community. This new volume is Flora Klickmann's "The Lure of the Pen," editor of the Girls' Own and Women's Magazine. Here are points covered by this book:

1. The Mss. that fail and why.
2. On keeping your eyes open.
3. The help that books can give.
4. Points a writer ought to know.
5. Author, publisher and public.

RECONSTRUCTION

Edwin Wildman is the editor of an important new book put out by the Page Co., entitled "Reconstructing America our next big job." It presents views on reconstruction and readjustment by such constructive and industrial geniuses as the following:

President Woodrow Wilson, Hon. W. H. Taft, Hon. Wm. G. McAdoo, Hon. Chas. E. Hughes, Hon. Josephus Daniels, Hon. E. N. Hurley, Hon. H. C. Hoover, Hon. Wm. C. Redfield, Hon. Anthony Caminetti, Hon. Franklin K. Lane, Hon. A. S. Burleson, Hon. W. J. Bryan, Hon. D. F. Houston, Hon. W. B. Wilson, Sen. J. W. Weeks, Sen. G. E. Chamberlain, Chas. M. Schwab, Elbert H. Gary, Frank A. Vanderlip, Paul M. Warburg, Samuel Gompers, John D. Rockfeller, jr., Otto H. Kahn, James Speyer, Henry Bruere, Clarence H. Mackay, W. P. G. Harding, Thomas W. Lamont, John N. Willys, Charles W. Eliot, Nicholas M. Butler, Henry Watterson.

It is a volume of over 400 pages, and as conditions in a large sense are the same in both the U.S. and Canada, this book is one that booksellers in Canada can sell readily.

BLIND ALLEY

"Blind Alley," W. L. George's new novel published, is the story of the relations of a girl and a man considerably her senior. These relations are eventful and complicated, and form, perhaps, the most powerful love story that Mr. George has yet attempted. The period is that of the war up to the time of the last British general election, and the war is dealt with in quite a new manner, that is to say, as it was seen at home throughout its different phases by people of practically all classes and ranks. It is shown how it affected smart society women, to whom it meant merely a matter of smart uniforms, futile activities and chatter; how it looked to a young, serious, well-born "munition" girl, whose life had hitherto been the idle one of her class; how a wealthy man, head of this munition factory, regards it; how it was looked at by west end clubmen (mainly profiteers); how it seemed to farmers and laborers, to men in bars, and mainly to Lady Oakley, whose views are those of the Lady of the Hall, who dominates the neighboring village, wants all of the men who can walk to be packed off immediately to the front, and who represents the average ultra-patriotic stupidity of many ladies of her world.

These points, if brought to the attention of thinking people by booksellers, will account for many sales of this meritorious novel.

IBANEZ AGAIN

V. Blasco Ibanez's novel, "La Bodega," translated by Isaac Goldberg, who has Englished this into an explanatory sub-title, "The Fruit of the Vine," deals with the effects of wine upon the masses in Spain and with the vice of drunkenness among them.

LOOKING BACKWARD

In 1887 there was published a story that had a wider sale and deeper influence than any other American book since "Uncle Tom's Cabin." The title of this story is "Looking Backward," and the author, Edward Bellamy, was the son of a New England clergyman.

Purporting to be an account of conditions in the year 2000, "Looking Backward" differed from other conceptions of Utopia in its definite scheme of industrial organization upon a national basis, with an equal share allotted to all persons in the products of industry. A profound believer in human liberty and human equality, Bellamy conceived a social order in which liberty and equality were no longer mere phrases, but actual facts.

To-day, with a new world growing up about us, a world that has in some respects come amazingly close to the prophecies of "Looking Backward," and in some, turned even farther away, the interest in this remarkable book is once again revived, and to meet this reawakened demand, a new edition has been issued this year.

This book has been a staple for years but has not been readily available in good binding. Booksellers will consequently be glad to learn of the new edition about to appear.

CANADA AT WAR

Those who have been looking forward to reading in comprehensive form the full story of the thrilling part portrayed by Canada in the war will welcome the publication of "Canada at War, 1914-1918," by J. Castell Hopkins, a record of magnificent heroism and accomplishment. From the day when that first deadly, treacherous cloud of gas broke across the Ypres salient till the day they threw a victorious girdle around Mons, the Canadians have thrilled the world with their deeds. It is a story that no American has yet understood in all its tremendous import, and which no Canadian can come to without a thrill of pride. Premier Borden commends J. Castell Hopkins, the author, as the one Canadian best fitted to write such a story.

OPPENHEIM

In "The Wicked Marquis," E. Phillips Oppenheim has written an engrossing story of a long-planned revenge that was thwarted. The central character is a financially embarrassed nobleman, Reginald Phillip Graham Thursford, Baron Travers and Marquis of Mandeleys, an English autocrat of the old school and a most engaging sinner. Opposed to the marquis is Richard Vont, former gamekeeper of Mandeleys, living within the shadow of the ancestral hall, plotting his vengeance against the Marquis for persuading his daughter to accompany him to London. Mr. Oppenheim is at his best in portraying his wicked Marquis in the complicated and exciting experiences which follow.

LAND OF STRONG MEN

"They were a peculiar people—standoffish, proud; the men hard drinkers, violent haters, fast and loose with cards . . . and now the law was on them.

"Outside the others waited, saddled and armed. They had robbed and killed . . . they were outlaws now with the wild unbroken hills of the Far North their only hope.

"Here is adventure, romance; rugged men in a rugged land. Their fists are hard and their language often profane—but they play the game."

This gives an idea of what sort of a book A. M. Chisholme has written in "The Land of Strong Men," which is a tale of the cattle country in the Far North-west. This is a new Canadian author and he has produced something distinctly worth while in this stirring tale.

NEW AND FORTHCOMING

For a whimsicality which pricks one's flabby wits into action, for sheer charming sentiment, unadulterated by sloppy sentimentality, for wholly alluring characters, for a completely delightful, rollicking book, "Christopher and Columbus," by the author of "Elizabeth and Her Garden," may be considered one of the genuine successes of the season.

The anonymous novel of wartime life in London, "Patricia Brent, spinster," the identity of whose authorship has never been revealed, has been translated into Swedish and Danish-Norwegian, and is undergoing translation for early publication in Holland and France, and is also being filmed for moving-picture presentation.

Lieut.-Col. Frederick Palmer is at work upon a book to be devoted to the closing phases of the military effort of the U. S. in the world war which will supplement and complete his former work, "America in France."

John Stuart Thompson, author of "China Revolutionized and "The Chinese," has just been made chairman and associate editor of "Gateway," the magazine, one of whose aims is the combating of socialism, I.W.W.ism, and Bolshevism. It is published in Detroit, but Mr. Thompson will cover the eastern field, and his headquarters will be in Jersey City.

MISS MACLEOD'S POEMS

Euphemia MacLeod, a member of the faculty of McGill University, is represented in this year's new poetical volumes, entitled "My Rose and Other Poems." It carries a special appeal for lovers of dumb animals and is commendable for the lyric beauty and artistry of the poems.

Thomas Hardy, the novelist, celebrated his seventy-ninth birthday on Monday, June 2.

A new book by Zane Grey, to be called "Tales of Fishes," is in train for early publication.

BOOK BY DR. PRINGLE

Rev. Dr. Pringle, the new moderator of the Presbyterion Church, has had thirty-seven years of life in the Canadian West, of which ten years was spent in the Yukon, eight years under canvas. He was the first Presbyterian missionary to go out to the West. These facts lend significance to the announcement that a book setting forth the experiences of his life in the West is to appear in the coming season.

THE HILLS OF DESIRE

Behind their old horse Donahue, Jimmie and Augusta go a-riding in search of health, in R. A. Maher's new novel, "The Hills of Desire," Macmillan. Jimmie is ambitious to be an author but his lungs are not very strong, and so he decides to keep out of doors and seek inspiration and strength in the hills. His wife, who is as thoroughly an enjoyable a person as Jimmie himself, accompanies him. And as for Donahue—well, perhaps he is the most important "character" of all. The people Jimmie and Augusta meet on their travels and the experiences they have are charmingly described.

OUR HOUSE

In Henry Seidel Canby's novel "Our House" (Macmillan's) is told the story of a youth who wants his family, love, a good time, and his career all at once. He wonders how, not being made for business, he can do what he wants to do in business America. It is his struggle to stay honest, to touch reality, and finally to break loose from circumstance, that makes the book. Life is seen reflectively, sometimes humorously, and there is also a bit of tragedy. Roberts does the meditating; the humorous, tragic Johnny Bolt and Cousin Jenny, the wise old Quaker god-mother, contribute philosophizing of a more pungent sort.

WHITMAN'S CENTENARY

The celebration of the centenary of Whitman, May 9, and the consequent intensification of interest in his works should be made use of by booksellers in every community to give special attention this year to the selling of the works of this great American poet.

Dr. Samuel McChord Crothers, the essayist, made the chief address at the Whitman centenary exercises held under the auspices of the Brooklyn Institute of Arts and Sciences at the Academy of Music on Friday afternoon, May 9. He said that Whitman had revived the best spirit of the old Hebrew prophets, that his " Song of the Universe" was his confession of faith; that, like John Ruskin, he protested against soulless materialism, but, unlike Ruskin, he put his idealism into the world as he found it instead of harking back to an unrecoverable past. He has been accused of glorifying the ordinary man. This he did not do, but he did glorify the potentialities of the ordinary man, what he is capable of becoming.

Edwin Markham, speaking at the Walt Whitman centenary exercise, said: "Walt Whitman was the Niagara of American letters. He was the only great literary figure of his generation who was not college bred and library fed." He went on to say that his concept was the huge one "to express American democracy." He regarded himself as a typical embodiment of our democracy. Hence, in expressing himself he expressed American democracy. Like the forces of nature themselves he was neither modest nor immodest.

Louis Untermeyer, who called Whitman the great liberator of American literature from its old world aristocratic shackles of tradition; Thomas B. Harned, who as intimate friend and literary executor, from personal knowledge refuted the slanders which have ever pursued Whitman as they have all great innovators; Prof. William Lyon Phelps, of Yale, who explained why it had taken Whitman so long to win the recognition which his genius merited; and Arthur M. Howe, editor of the The Brooklyn Daily Eagle, a post held by Whitman in 1846 and '47, who spoke on Whitman as an editor.

FROM CZAR TO LENINE

"Revolutionary Days," by Princess Cantacuzene, Countess Speransky, nee Grant, is a first-hand narrative of Russia in the last days of autocracy through the revolution to the Bolshevik regime, comparable to the best of the famous memoirs of the French Revolution. In fact, the book might well be entitled, "Memoirs of a Twentieth Century Emigree," for it is primarily the record of the adventures of this American princess and her husband, Prince Cantacuzene, a major-general commanding a brigade of the Imperial Guard in Russia. It is an issue by Small, Maynard & Co., Boston.

BEGBIE'S NEW BOOK

Harold Begbie has written a new novel entitled "Mr. Sterling Sticks It Out," just published in England. The story portrays how the tragedy of the war affected different temperaments and philosophies. The valour of the soldier who dies for his country is matched with the valour of the Quaker who dies for the love of humanity.

MacLean's Magazine, in recent issues, ran a series of articles dealing with early days in the Yukon, following the gold rush and one interesting story told about the redoubtable "Swift Water Bill," whose real name was Bill Gates. He gained notoriety by reason of his matrimonial record, marrying in succession four sisters and finally the mother. An interesting coincidence is that in Charley Royal's book the same subject is featured in "The Ballad of Swift Water Bill."

SUMMER READING

ON the subject of Summer Reading, which is the special theme of this number, the New York "Times," in its book supplement had an editorial in a recent issue which brought out, in an effective manner, the point that, while there is always a demand for light fiction, many people want something more substantial even in the hot season, and that many books, the reverse of the silly novels, are yet ideal books for summer reading.

"If a publisher or a bookseller is asked for a list of the best books for summer reading," says the "Times," "the chances are that he will reply with a 'complete guide' to the light literature—preferably the light fiction—that has been published during the season. Custom is a thing of bolts and shackles at best, and custom has decreed that summer is the 'silly season' in which, if books everything else, be 'silly.' If silly is to be entertaining, the custom of prescribing the lightest, the most inane kind of fiction for summer reading would seem to be a highly reasonable one. Summer holidays are of little value if they fail to bring recreation as well as a temporary release from one's ordinary labors—and if the lightest of novels is also the most entertaining, it must be, incontestably, the typical 'best book' for summer reading. Hence, the customary recommendation of the bookseller to the man or woman planning his or her vacation seems sensible enough. The trouble is, however, the 'light' novel does not give the maximum of intellectual recreation. The work of imagination that takes the reader's mind out of its customary groove is, because it does this, the work that shows the highest recreative power. But this is just what the typical light novel fails to do. One is able to take up such a novel or lay it aside without experiencing a thrill either of anticipation or disappointment. We can do perfectly well without it, or we can while away an hour or so over its pages and still fail to be affected, either pleasantly or otherwise, by anything that we find in it. After all, reading is an intellectual diversion, whether in summer or winter, and the book that has no intellectual appeal is of all books the most wearying.

"Here again we are faced with the question: What is 'light' fiction? We are apt to think of it as found in the novel—or short story—without a purpose except to entertain its readers. But that is a hopelessly faulty definition. 'Alice in Wonderland' is a story 'without a purpose except to entertain'—and yet, who would think of calling it 'light fiction,' bearing in mind all the implications carried by that designation! The same can be said of Tarkington's 'Seventeen,' or Well's 'Bealby,' or Arnold Bennett's 'Buried Alive.' These are all, from one point of view, extravagant and humorous enough to be set down by some people as 'light literature.' But, of course, they are not light literature in the accepted sense of the term, and they do not fall into this category simply because they succeed so amazingly well in providing us intellectual diversion, the ideal requisite for all summer reading. But here again we are in danger of limiting the class of books that are capable of creating this kind of result. A book need not be humorous—like 'Seventeen' for instance—in order to produce the 'intellectual diversion' we are seeking. A work of fiction that ends tragically, that is the exact reverse of 'light,' may be the very book that comes nearest to taking 'the reader's mind out of its customary groove,' and is, for that reason, an ideal book for summer reading—for some people. There is no 'work' involved in reading a so-called serious book, be it fiction or otherwise, so long as the theme and the treatment are of the kind and quality that win our interest and admiration. It is always good to laugh with an author who can really make one laugh. On the other hand, it is equally good to have our sympathies enlisted by the misfortunes and losses of imaginary characters. Pathos or humor, tragedy or comedy, when rightly portrayed, are equally productive of 'intellectual diversion.' In other words, it is the masterly, the most interesting kind of book in its field—not the 'lightest,' the most ephemeral—that furnishes the best summer reading."

MARCEL BERGER

In "A Life at Stake," Marcel Berger, the French author tells another big story of the war, and he gives vivid authority to his descriptions, for he himself fought in the trenches when the Boche was forced back across the Marne, and Paris was saved. This book has just been issued by Putnam's.



CHARLEY ROYAL

Whose collected verse will be published in book form in the Autumn. This photograph shows him in the character of "Jules the Trapper."

The Penny Dreadful as an Educator

Nova Scotia Bookseller Pushes Sale of the "Thriller" Type of Book—Gives Young Readers What They Want and They Then Acquire Reading Habit—Taste For Better Literature Follows.

"PENNY dreadfuls" of the Deadwood Dick and Nick Carter type are not, as a rule, regarded as the choicest samples of mental food for those who are just beginning to read. On the contrary, if we are to believe the assertions of many professed students of human nature and the psychology of the youthful mind, it is to the pernicious effect which the reading of this particular species of literature has upon the unformed character of the young that we must attribute the precocious tendencies of a criminal nature which all too frequently bring apparently respectable young people within the toils of the law.

Many of these same students of psychology never tire of preaching the doctrine that those who are the medium of distributing books of this class among the upgrowing generation should themselves be placed on the list of wrongdoers, and on the same principle as that which inculcates that the receiver is worse than the thief, should be held responsible for the misdemeanors or offences the perpetration of which is attributed to the reading of the type of book in question.

It came, therefore, as no little surprise to BOOKSELLER AND STATIONER to learn from a correspondent that Chas. E. MacLeod, bookseller and stationer, of Glace Bay, N.S., not only does quite a considerable business in this direction, but that he makes a point of cultivating the business. He claims, moreover, that in so doing he is promoting the interests of literature and cultivating among his customers who buy these books from him, a taste for reading which they probably would never acquire otherwise, and that he is thus rendering a service both to them and to the bookselling community of his country.

As justifying himself in pushing the sale of this class of book, Mr. MacLeod points to the fact that Glace Bay is a mining town, and that many of the boys there go to the mines before they are old enough to have received a proper education, certainly before they are old enough to have acquired anything which can be designated as a literary taste. A considerable proportion, perhaps the major portion, of the population of the town and surrounding country consists of people of this class whose education has done little more for them than just enable them to read. To young people of this kind "high-brow" stuff is not only over their heads but entirely beyond their realm of thought, and their reading capacity. They can only take simple plain literary fare, and Mr. MacLeod, therefore, gives them what they want.

Mr. MacLeod claims that he can show from actual experience that, not only are no evil effects noticeable among his customers, but that, on the contrary, in numerous cases he can trace the evolution of many, who but for his activities in this direction would have become confirmed non-readers, into readers who have developed a liking for good books and literature. They start in reading Nick Carter, he says, then their tastes change. They have acquired the reading habit and they now want something better. In time they acquire a taste for fairly good stuff and become purchasers of the better reprints, and even new books, not to mention magazines. To deny these people the class of reading that first arouses their interest, Mr. MacLeod argues, would be simply to make them permanent illiterates, as a taste for reading, if it is to be acquired at all, must be acquired when young.

For a long time past the amount of "trashy" literature disposed of by Mr. MacLeod has been what our morality censors would regard as "shocking," but Mr. MacLeod has a perfectly clear conscience in the matter. He has watched the development in individual cases from the "shocker" enthusiast into the intelligent reader of good literature and he has yet to find a case in which criminal instincts have been developed as a result of reading any of the books which he has sold.

Mr. MacLeod's argument of the result of actual experience is, of course, a powerful one. At the same time BOOKSELLER AND STATIONER would hesitate to advocate unreservedly the boosting of the penny dreadful as an agent in the cultivation of a taste for literary pursuits. Possibly the circumstances in which Mr. MacLeod's readers are situated is a factor in the situation which may tend to mitigate the harmful effects which it is usually considered are liable to result from the reading of "trashy" books.

It is upon the immature schoolboy mind that this type of literature is regarded as having its most injurious effect. But the young people to whom Mr. MacLeod sells have apparently already taken the place in the world of workers. They have already been brought face to face with the stern realities of life, and the perusal of the blood and thunder novel would therefore naturally have less effect upon them than upon the irresponsible schoolboy. The one is practically an adult, the other a child.

Be that as it may Mr. MacLeod's arguments and experiences cannot fail to interest his fellow booksellers all over Canada. Some there will undoubtedly be who will not agree with him; possibly there may be some who have had actual experiences which conflict with his, and which would be of unusual interest were we enabled to relate them. In any case BOOKSELLER AND STATIONER here presents the facts of Mr. MacLeod's plan, together with his arguments in its favor and leaves it to each reader to draw his own moral.

SOLDIER MEMORIALS

Quite a number of dealers have had good success in taking orders for memorial shields for churches and other institutions commemorating the passing of members who fell in the war. For instance, in the window of the bookstore of the Upper Canada Bible Society, Richmond Street W., Toronto, is shown a shield with this wording:

"In memory of the men from this church who died for their country. 1914-1918."

A card appears with this shield with the statement:

"Orders taken here—bronze or copper."

Besides churches there are many other organizations who would be glad to remember their fallen in some such manner. Prominent among these are lodges, clubs and schools.

NEW WAR MEDAL

A new war medal suitable for employers to give to their employees who have fought in the Great War is being put on the market by the Geo. F. Hemsley Co., Ltd., of Montreal.

The obverse of the medal contains the Dominion of Canada coat of arms surmounted by a crown and enclosed by a wreath. On the reverse side is the inscription: "Presented to ——, who fought in the Great War for world freedom, 1914—1918. This side also contains a beautiful wreath.

The medal is being made up in gold, silver and bronze, and is suitable for wearing either as a fob or a ribbon.

NEW MOISTENER

The Keane Moistener is a new product of the Defiance Mfg. Co., of N.Y. This moistener is made of glass with an aluminum top. On the top is a piece of felt which is always damp and therefore ready for use at any time. The moistener is specially adaptable for a lady's desk, for the rapid and sanitary sealing of envelopes and moistening of stamps.

Here are Books for Summer Reading

Alphabetically Classified Under Headings of Fiction, Poetry, Juvenile and General

Fiction

A

Apartment Next Door, W. Johnston (A) $1.50
Adventures of Bindle, Jenkins (GG) 1.50
Anthony Trent, Martyn (Ox) 1.50
Avalanche, Atherton (McC & S) 1.35
Alice Sit-by-the-Fire, Barrie (C) 1.00
American, The, Dillon (McC & S) 1.50
Across the Stream, Benson (C) 1.50
Aristokia, Pezet (McC & S) 1.50
Anymoon, Bleakley (D) 1.75
All the Brothers Were Valiant, Williams (Mac) 1.50
Actor Manager, Merrick (H & S) 1.50

B

Blue Aloes, Stockley (B) $1.50
Buccaneer Farmer, Bindloss (McL) 1.50
Boston Blackie, Boyle (L) 1.50
Bargain True, Bartley (McL) 1.50
Best Short Stories, 1918, O'Brien (M) 1.60
Booty, Douglas Grant (McL) 1.50
Beloved Sinner, McNamara (G) 1.60
Black Opal, Maxwell Gray (G) 1.50
Billy and the Major, Sampson (G) 1.25
Birds of a Feather, Nadano, (B) 1.35
Big Flat, Oyen (McC & S) 1.50
Beckoning Roads, Judson (McC & S) 1.50
Blind Alley, W. L. George (McC & S) 1.75
Bounder, The, Hodges (A) 1.50
Blue Grass and Broadway, Davies (McC & S) 1.50

C

Cap'n Jonah's Fortune, Cooper (B) $1.50
Captain Maraday's Marriage, Cobb (D) 2.00
Choices of An Etonian, Buckley (D) 2.00
Chance to Live, Beckley (Mac) 1.60
Curious Quest, Oppenheim (McC & S) 1.50
Cornelia, Perkins (A) 1.25
Cabin, The, Ibanez (B) 1.50
Crimson Alibi, Cohen (B) 1.50
Charmed American, Lewys (B) 1.50
Crescent Moon, Young (D) 1.75
Challenge of Sirens, Kaye-Smith (D) 1.90
Captain Gault, Hodgson (D) 1.50
Children of Passage, Watson (D) 1.50
Claire, L. B. Blades (McC & S) 1.50
Civilization (Tales of the Orient), LaMotte (McC & S) 1.50
Candles That Burn, Kilmer (McC & S) 1.25
Canaan, Grace Aranha (F. S) 1.50
Cristopher Columbus (M) 1.50
Cap of Fury, R. Hughes (M) 1.75
Call of the Soil, Bertrand (Ox) 1.50
Crater's Gold, Ph. Curtis (M) 1.50
Cynthia, Merrick (H & S) 1.50
Conrad in Quest of His Youth, Merrick (H & S) ... 1.50
Chair on the Boulevard, Merrick (H & S) 1.50

D

Dr. Paul, Ethel P. Hope (McC & S) $1.50
Dawn, Porter (A) 1.50
Daughter of Two Worlds, Scott (A) 1.60
Duchess of Siona, Goodwin (A) 1.60
Dere Bill, Summers (B) ..... .75
Desert of Wheat, Grey (M) 1.50
Day of Glory, Canfield (C) 1.00
Diamond Pin, The, Carolyn Wells (Ox) 1.50
Diverging Roads, Lane (McC & S) 1.50

E

Esmerelda, E. W. Putnam (McC & S) $1.00
Evolution of Peter Moore, Dale Drummond (McL) 1.50
Eyes of the Blind, Roche (McC & S) 1.50
Emblems of Fidelity, Allen (McC & S) 1.25
Edge of the World, Blinn (McL) 1.50

F

Far Away Stories, Locke (Ox) $1.50
Fast as the Wind, Nat Gould (B) 1.50
Four Horsemen of the Apocalypse, Ibanez (D) 1.90
Family, Elinor Glyn (L) 1.50
Fighting Shepherdess, Lockhart (M) 1.50
Further Adventures of Jimmie Dale, Packard (C) .. 1.50
Flower of the Lily, Orczy (H & S) 1.50
Fire Flingers, Neidig (McC & S) ..... .150
Flexible Ferdinand, Lipmann (McC & S) 1.50
From Sunup to Sundown, Harris and Leach (M) 1.50

G

Good Sports, Olive H. Prouty (Ox) $1.40
Green Valley, Reynolds (G) 1.50
Golf Course Mystery, C. K. Steele (G) 1.50
Gone to Earth, Mary Webb (D) 1.50
Girl Next Door, Ayres (H & S) 1.35
Gay-Dombeys, Johnston (Mac) 1.75
Golden Rope, Innes (D) 2.00
Great Hunger, Boger (H & S) 1.60

H

His Grace of Grubb Street, McFadden (D) $2.00
His Wife's Job, Mason (L) 1.50
Hohenzollerns in America, Leacock (Ox) 1.25
Highwayman, H. C. Bailey (D) 1.60
Harbor Road, Bassett (C) 1.50
Hills of Desire, Maher (Mac) 1.50
Honor of the Clintons, Marshall (McC & S) 1.75
House Around the Corner, G. Holmes (McL) 1.50
Highfliers, Kelland (M) 1.50
His Friend Miss McFarlane, Bosher (M) 1.50
Humoresque, Fanny Hurst (M) 1.50
Holiday Husband, Wyllarde (D) 1.50
Home and the World, Tagore (Mac) 1.75
Hearts Courageous, Oxenham (Ox) ..... .50
Human Touch, Sapper (H & S) 1.50
Hidden Valley, M. Hine (Ox) 1.75

I

In Orchard Glen, Keith (McC & S) $1.50
Imp. W. McNair (H & S) 1.35
I Choose, G. C. Whitney (F. S) ..... .50
In Secret, R. W. Chambers (McC & S) 1.50
Invalided Out, Ayers (H & S) 1.35

J

Java Head, Hergesheimer (Ox) $1.50
Judy of Rogue's Harbor, White (L) 1.50
Jungle Tales of Tarzan, Burroughs (D) 1.00
Jacquo the Rebel, LeRoy (D) ....
Jervaise Comedy, Beresford (Mac) 1.50
Judith of Blue Lake Ranch, Jackson Gregory (McL) 1.50
Jim, C. G. D. Roberts (Mac) 1.50

K

Kiddies, J. J. Bell (C) $1.50
Keeper of the Door, Dell (C) 1.50

L

Land Girl's Love Story, B. Ruck (H & S) $1.50
Love Stories, Rinehart (McC & S) 1.50
Life at Stake, A, Berger (G) 1.60
Labrador Days, Grenfell (A) 1.50
Little Grey Home in France, Helen Gibbons (McC & S) 1.50
La Bodega, Ibanez (D) 1.90
Lucky Mill, Slavica (D) 1.35
Love Time in Picardy, Lathrop (McL) 1.50
Land of Strong Men, Chisholm (L) 1.50
Land of Big Things, Gordon (H & S) 1.35
Lad, a Dog, Terhune (D) 1.75

M

Man Who Understood Women, Merrick (H & S) $1.50
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Minniglen, A. & E. Castle (C) 1.50
Man Nobody Knew, Hall (McC & S) 1.50
Man Four Square, Raine (A) 1.50
Man From the Clouds, Clouston (B) 1.50
Moonlit Way, Chambers (McL) 1.60
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N

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Nixola of Wall Street, Grendon (McC & S) 1.50
Nurse Benson, McCarthy (Ox) 1.50

O

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Old Dad, E. H. Abbott (D) 1.50
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P

Penny of Top Hill Trail, Maniates (C) $1.50
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Q

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R

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S

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T

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U

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V

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W

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White Riders, Montmorency 1.50
When the World Shook, Haggard (McC & S) 1.50
Web, The, Emerson Hough (C) 2.00
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A

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C

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D

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G

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I

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N

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O

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P

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R

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W

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Y

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B

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C

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D

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E

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F

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G

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H

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How Animals Work, Duncan (N) 1.75
History of English Literature, Rickett (N) 2.75
Human Needs of Labour, Rowntree (N) 1.25

I

Industry and Humanity, King (A) $2.00
Ibsen in England, Franc (F. S.) 2.00
International War, Crosby (Mac) 4.00
Introduction to Study of Science, Smith and Jowett (Mac) 1.60
In Northern Mists, Grand Fleet Chaplain (H & S) .. 1.50
Ivan Speaks, Whittemoore (A) ..... .75

J

Jungle Peace, Beebe (C) $1.75

K

Karma (Play), Blackwood and Pearn (Mac) $2.00
Keeping Fit All the Way, Camp (M) 1.50

L

Land of Deepening Shadow, Curtain (H & S) $1.50

Louisburg From Its Foundations, McLennan (Mac) .. 8.50
Life of Walter L. Campbell, Mary Campbell (F. S.) 1.75
Liberal Judaism and Hellenism, Montefiore (Mac).. 2.00
Literary Recreations, Cook (Mac) 2.50
Leaves of the Wind, "Alpha of the Plough" (D) 2.00
Long Road to Baghdad, Candler, 2 vols. (McC & S)10.00
Letters of Harry James Smith (A) 2.00
Living Bayonets, Dawson (Ox) 1.25

M

Mother Love in Action, Bredish (M) $1.35
Man and Democracy, McKeever (McC & S) 3.00
Management of Men, Bloomfield (McC & S) 3.50
Marsh Maiden and Other Plays, Gould (F. S.) .... .60
Manual of Home-making, Van Renssaeler (Mac) .. 2.60
Musings and Memories of a Musician, Henschel (Mac) 4.25
My Life of Adventure, Hales (H & S) 1.25
My German Prisons, Gilliland (A) 1.50
Modernism: Its Failures and Its Fruits, Petre (M).. 1.75
Men Who Make Our Novels, Gordon (Ox) 1.60

N

Navy Eternal, Bartimeus (H & S) $1.50
Naval Intelligence, Grand Fleet Chaplain (H & S).. 1.50
Nowadays (Essay), Dunsany (F. S.) ..... .75
New Opportunity of the Church, Speer (Mac) .... .60
Newer Knowledge of Nutrition, McCollum (Mac) 1.60
Navy in Battle, Pollen (McC & S) 2.50
New America, Dilnot (Mac) 1.25
Nelson's History of the War, Vols. 21, 22, Buchan (N) .85

O

Official Auto Road Guide of Canada (G) $3.00
On the Edge of the World, Candler (McC & S) 3.50
Omar and the Rabbi (Drama), Sargent F. S.) ..... .60
Our First Ten Thousand, Jenks (F. S.) 1.00
Our Immortality, Rhodes (Mac) 2.15
On the Face of the Waters, Steele (Mac) 1.60
On Society, Harrison (Mac) 4.00
Our Winter Birds, Chapman (B) 1.00
Over the German Lines, Wings (H & S) 1.50
Our Poets of To-day, Cook (Ox) 1.60

P

Politics and the Canadian Army Medical Corps, Bruce (B) 2.00
Principles of Citizenship, Jones (Mac) $1.25
Peking Dust, La Motte (McC & S) 1.50
Painting (Essay), Sinclair (F. S.) ..... .75
Principles of Accounting, Paton and Stevenson (Mac) 3.50
Preparing the Way, Streetfield (Mac) 1.65
Practical Home Nursing, Henderson (Mac) 1.50
Prisoners of the U90, Isaacs (A) 1.35
Putnam's Automobile Handbook, Brokam and Starr (McC & S) 2.00
Production and Taxation, W. C. Good (D) 1.00

S

Sir Wilfrid Laurier, Peter McArthur (D) $1.00
Soul of the Suffering, Carroll (Mac) 2.00
Student's Book of Inspirations, Dickenson (A) 1.00
Secret Channel, Westerman (Mac) 1.50
Suffering, Punishment and Atonement, Johnson (Mac) 1.65
Symbolical Movement in Literature, Segmore (D) ... 3.00
Story of Versailles, Payne (D) 1.50
Seafarers, Corbett-Smith (McC & S) 1.50
Save it For the Winter, Rockwell (G) 1.00
Soothsayer, Knudsen, drama (F.S.) 1.00
Seances With Carlyle, MacLeod (F.S.) 1.25
Some Suggestions in Ethics, Bosanquet (Mac) 2.00
Study of Calvin, Menzies (Mac) 3.50
Social Welfare in New Zealand, Lusk (Mac) 1.90
Standard Canadian Reciter, French (McC & S) 1.50
Shipbuilding and Industry, Kelly and Allen (A) 3.00
Short History of France, Duclaux (McC & S) 2.50
Sculpture and the Sculptor's Art, Stansfield (N) ... 1.75
Switzerland, Cameron (N) 1.75
Scientific Amusements, (from the French) (N) 1.75

T

Thinning of the Veil, Wallace (McC & S) $1.25
Three Plays, Gordon, drama (F.S.) 1.50
Teaching of Science, Woodhull (Mac) 1.35
Twentieth Plane, Dr. Watson (McC & S) 2.00
Tales From a Dugout, Empey (McC & S) 1.50
Thy Son Liveth, Anor (G) ..... .75
Theodore Roosevelt: The Logic of His Career, Washburn (A) 1.65

KEY TO PUBLISHERS OF BOOKS LISTED IN SUMMER READING NUMBER

A—Thomas Allen.
B—Briggs (now The Ryerson Press).
C—Copp, Clark Co.
D—J. M. Dent & Sons.
G—F. D. Goodchild.
G G—Gordon & Gotch.
H—Hodder & Stoughton, Limited.
L—Thomas Langton.
Mac—Macmillan's.
McL—George J. McLeod, Ltd.
M—Musson Book Co.
N—Thomas Nelson & Sons.
Ox—Oxford University Press (S. B. Gundy).
F.S.—Four Seas Co., Boston.

V

Valley of Vision, Van Dyke (C) $1.50
Visions for Which We Fought, Simons (Mac) 1.60
Victory of Lorraine, Bertrand (N) 1.25

W

Water in Nature, Finch and Hawks (N) $1.75
Wake Up Canada, Peterson (Mac) 2.00
With Those Who Wait, Huard (McC & S) 1.50
Way of Honour, H. C. de Weart (D) 1.75
Whole Truth About Alcohol, Flint (Mac) 1.60
War and Revolution in Russia, Gourki (Mac) 4.00
Why God Loves the Irish, Desmond (Ox) 1.25
War and Finance, Baron (A) 1.50
War Story of the C. A. M. C., Adami (M) 1.50
Who Giveth Us the Victory? Mee (B) 1.35
Women Who Make Our Novels, Overton (Ox) 1.60
The War and the Bible, Enelow (Mac) ..... .60
Who's Who, 1919 (Mac) 10.00
Where the Buffalo Roamed, Marsh (McC & S) 1.50
Worlds and I, The, Wilcox (McC & S) 3.50

Juvenile

A

Adventures of Peck's Bad Boy, Peck (G) .....$ .50
Adventures of Two Ants, Hammarstoon (D) 1.00
A Little Lost Boy, Hudson (D) 1.50
Amateur Mechanic, Collins (McC & S) 1.10

B

Boy Scouts Handbook of Canada (McC & S) .. .50 and .75
Boys' Book of Indian Warriors, E. L. Sabin (B) 1.50
Busy Billies, H. M. Olcott (B) 1.50
Bunneys at Home, Jewett (D) ..... .50
Bunneys' Circus, Jewett (D) ..... .50
Billy 'Possum, Beard (D) 1.00
Billy and the Major, by Emma Speed Sampson (G) .. 1.00
Bed-Time Story Books, by Thornton W. Burgess—Two new volumes, "The Adventures of Ol' Mistah Buzzard," and "The Adventure of Bob White." (McC & S) ..... .50
Babs at Birchwood, Colver (McC & S) 1.35
Beth Anne Goes to School, Ginther (McC & S) 1.35
Bringing Up Father, McManus (A.N.Co.) ..... .30
Book of Bravery, Lanier (G) 2.00

C

Cockyolly Bird, Deremer (H. & S.) $1.50
Captain Lucy in France, Harvard (McC & S) 1.50
Children's Homer, Colum (Mac) 2.00
Children in the Wood (Ox) 1.25

D

Deer Godchild, by Marguerite Bernard and Edith Serrell (G) $1.00
Dream Life for Children, Foster (F.S.) 1.25

E

Everyday Stones (Ox) .....$..75

F

Fairy Spinning Wheel, Mendes, (F.S.) $1.50
Fighting With the U.S. Army, Botsford (McC & S) 1.50
Fairy Tales of Weir, Sholl (D) 2.00
For Freedom of the Seas, Barbour (McC & S) 1.35
For the Story Teller (Ox) 1.00
Fables and Folk Stories (Ox) ..... .75

G

Gift Book, Arthur Mee (H. & S.) $1.50
Grit a-Plenty, Dillon Wallace (G) 1.50

H

Heroes of Aviation, Driggs (G) $1.50
Hero Stories (Ox) ..... .75

I

Innocents, The, Hachard (H. & S.) $2.50

J

K

Kent of Malvern, Hare (McC & S) $1.50

L

Little Lead Soldier, Frenchie (McC & S) $1.50
Little Maid of Old Philadelphia, Curtis (McC & S) .. 1.25
Lost Hunters, Altsheler (McC & S) 1.35

M

Marjorie Morris; Mascot, Gray (McC & S) $1.35
Mothers' Nursery Tales, Pyle (D) 2.50
Masters of the Peaks, Altsheler (McC & S) 1.35
Mermaids' Message (Ox) ..... .75

N

Nature Stories to Tell Children, Seers (McC & S) $1.25

O

Our Little Quebec Cousin, by Mary S. Saxe (G) .....$

P

Peck's Bad Boy and His Chum, Peck (G) .....$ .50
Peck's Bad Boy and His Country Cousin, Peck (G) .. .50

R

Running Eagle, the Warrior Girl, by James Willard Schultz (A) $1.35
Running Fox, Gregor (McC & S) 1.35

S

Short Little Tale From Brumtown, Ver Beck (D) ..$ .50
Storied Game, by Winifred F. E. C. Isaac .....$
Stories of Great Adventures, by Carolyn Sherwin Bailey (Ox) 1.25
Story of Porcelain, Bassett (McC & S) 1.00
Staircase of Stories, Chisholm and Steadman (N) ... 2.75
Stories From Wakeland to Dreamland (Ox) ..... .75
Stories and Rhymes For Children (Ox) 1.00

T

Timothy Turtle's Great Day, Ver Beck (D) .....$ .50
Tales and Tags, A. J. L. (Ox) 1.00
Trudy and Timothy Out of Doors, Porter (McC & S) 1.25
Three Jolly Sailors and Me, Owen (N 1.75
Twinkley Eyes, Chaffee (Ox) 1.00

W

Woodcraft for Boys at Sunset Island, Roy (McC & S) $1.50

NOW THE RYERSON PRESS

S. W. Fallis Succeeds Dr. Briggs as Head of Methodist Publishing House

A rather interesting change in trade name took place last month with the retiring of the venerable Rev. Dr. Wm. Briggs from the position he has held for two-score years as book steward of the Methodist Book and Publishing House, Toronto. During the last score of years of his administration at least, the name "William Briggs" has been used as an imprint on the house publications. With the assumption of the book steward's office by Rev. S. W. Fallis, the trade name becomes "The Ryerson Press," thus very fittingly commemorating the name of the founder of the institution.



S. W. FALLIS,
Who succeeds Rev. Dr. Briggs as Book Steward of what is now "The Ryerson Press."

Dr. Briggs' friends will be glad to know that he is not by any means withdrawing his interests from the institution, but, as Book Steward Emeritus, to which position he was elected by the general conference of the church last October, continues to be in his office daily.

The new name, "The Ryerson Press," will be used in future on all the publications of the firm to be handled through the book trade.

BOOKS "IN CONVENTION"

Among the speakers at the banquet which closed the Booksellers' convention in Boston was Dr. Samuel McChord Crothers, the well known essayist, who quoted from notes made at an imaginary convention of a similar nature, at which, however, it was the books who met in convention to discuss the booksellers. The ambition of all books to be sold (the most beautiful as well as the most recondite) was dwelt upon. The new books were surprisingly optimistic, the old ones evidently well satisfied, the chief complaint of neglect coming from the middle aged books. "What to do with shopworn booksellers," was feelingly discussed at the convention of books, and Dr. Crothers' original remarks were thoroughly enjoyed. Miss Amy Lowell, the imagist poet, spoke on poetry of to-day, and read one of her own poems on the surrender of the German fleet, and the flight of the Kaiser. Major Carroll Swan, author of "My company," spoke briefly of his experiences overseas, and related some of the thrilling adventures of the gallant 26th division.

COPYRIGHT BILL WITHDRAWN

The copyright bill which was introduced in the Dominion Parliament this year has been withdrawn, and negotiations are to be opened with a view to bringing about a mutually satisfactory copyright arrangement with the United States.

Alberta R.M.A. Convention a Success

Retailers in Session at Medicine Hat Hold Lively Sessions—President Outlines Legislation—Resolutions Adopted Are Numerous and Entail Wide Discussion—Stockdale Was There

RETAILERS in Alberta got together at Medicine Hat for the annual meeting of the Retail Merchants' Association last week. A series of lively meetings was held and the discussion generally was very animated. This is one point wherein the sessions proved valuable—that is, in the discussion. It is this "open forum" idea which, when taken advantage of, proves of real value to those in attendance. Getting away from being just a listener can be a good thing. It opens up avenues from which knowledge is disseminated and absorbed. One comes away from such a gathering where ideas are exchanged feeling better—whether it is from helping the other fellow or being given a lift. The reports would indicate that the discussions proved a big feature of the Alberta gathering.—EDITOR'S NOTE.

President's Address

THE sixth annual convention of the Alberta branch of the Retail Merchants' Association of Canada was opened at Medicine Hat, on June 3, with an address of welcome by Acting Mayor Huckvale, on behalf of the city.

President I. G. Gaetz addressed the delegates at the opening session of the convention as follows:

Another year has passed since our convention last July in the City of Edmonton. We had thought that conditions prevailing last year commercially were very extreme, but as time progressed we come up against problems we never dreamt of.

The great conflict which has been going on for the last very near five years has been terminated, the armies of the allied powers have been successful, and right, not might, has prevailed. We do not wish to think of any particular part of the allied armies being instrumental in winning the war. They all did their duty, and have suffered very heavily since the conflict started in August, 1914. We do, however, look with pride on the accomplishment of our own civilian Canadian Army. They have covered themselves with glory and placed the name Canada among the nations of the world.

Our men are now returning to take up their life amongst us again. This will be no easy matter for them. The strain of the great war has, in lots of cases, unsettled our boys, making it hard for them to adapt themselves to the conditions prevailing here, which are so different to what they have been accustomed to for the last four years.

It behooves us, as a body of organized retail merchants, to do our part in assisting these men in every fair and legal way to become again a part of our national and commercial life. Some of these boys went away while so young in years that it is going to be difficult to re-establish them, unless something is done to help them along. I believe the Government is now planning arrangements to meet all cases possible. It is our duty to aid the Government and see that these plans are carried out successfully.

We, as retail merchants, have a great duty during the reconstruction period. It is our duty to employ all returned men possible. Many of our former clerks formed part of our Canadian Army, and all who have been spared, and returned to us, that wish to take up their former vocations in life, it is up to us to see that their positions are available.

The Great War Veterans' Association in the different provinces of the Dominion are certainly taking a magnificent part in the reconstruction work, showing themselves in their actions to be very fair-minded and democratic in their principles. They will be a strong force in our national life, and it is up to us to give them our undivided support in every fair demand they make to our different governmental bodies, to aid in the re-establishment of their members in their different vocations, always remembering that had it not been for our volunteer army, together with our allies, that conditions might not be as favorable for us as they are to-day.

We are passing through a period of unrest in our Dominion to-day which most of us have never seen before, or never thought could occur. This is caused by conditions arising out of the past war and is supplemented by the high cost of living, the profiteering that has been carried on by the big interests, and other causes which I had hoped our Federal Government would have taken extreme measures to combat.

The strikes that have occurred in Western Canada during the past month have been very detrimental to our association. We, in the small cities and towns, have not been affected as in larger centres. I think it is very unfair that such a large number of our citizens in Western Canada should be made to suffer inconveniences when concerted action of our Government could no doubt bring this situation to a satisfactory end.

Our Provincial Association to-day is in a better condition than it has been in for some time; our membership is larger to-day than it has been for some years. The conditions prevailing have impressed the retail men of the Province that organization is the only way to accomplish ends. We will in the next year or so find greater need of stronger organization, and it behooves every retail man to give his earnest effort to the success of this association.

It appears to me in order to successfully carry out our work in Alberta that we should have a Provincial Secretary in the Province. This secretary should be, I think, in the capital city of Edmonton. My reasons for this are, that he could keep in touch with the Provincial Government, secure the copies of the Bills before the Legislature that we wish to secure to better our conditions. I have felt this need very much during the present year.

I would also like to make some arrangements with the Retail Merchants' Association of Saskatchewan to remain affiliated with them, so as to derive the benefits of their very complete organization, in their different branches they have initiated for their members, making our Provincial office, as it were, a sub-office of theirs. I advocate this step because I feel it would very materially reduce our cost of expense in running our Provincial office.

I can never forget the great work the Saskatchewan Retail Merchants' Association has done in Western Canada in aiding the retail trade, especially their help in Alberta, as I know personally that we would not be in existence to-day if it had not been for their efforts. They have a very strong organization, the strongest in the Dominion. The reason for this is in the service they have given their members. They have instituted so many different branches, namely, collection of old accounts, collecting of excess charges on freight bills, fire insurance, checking fire insurance policies, and a number of other items. They have an expert in every department. These are some of the privileges we could secure by not separating from them, and I think satisfactory arrange-



Where the Convention Was Held

ments could be made with the Saskatchewan executive along these lines.

Legislation

We met the Alberta Provincial Government and placed before them requests for the following legislation:

An amendment to the Hawkers' and Pedlars' Act, raising the Provincial fee from $25.00 to $100.00 per year on foreign companies operating in the Province and making it necessary to take out a Provincial license before a local license is granted; also that that section of the Foreign Companies Act prohibiting municipal councils from assessing a license be repealed.

Small Debts Act be amended as follows: 1, That the amount that can be sued under the act be raised to $100. 2, The right of action in this district where the debt was contracted. 3, Providing for a garnishee summons. 4, Providing for a distress warrant.

An amendment to the Chattel Mortgage Act providing for preferential security on growing crops or crops to be grown covering the purchase price of such necessities of life as clothing, groceries, flour, meats, binder twine, etc. Such security to take second place only to seed grain liens.

The Factories Act was also discussed at some length.

Your executive were the means of having a course of commercial lectures given in the city of Edmonton during the last week in May; also in the city of Medicine Hat during the present month. This work has been carried on by the University of Alberta, and we hope is only the beginning of this good work.

In conclusion I wish to appeal to every retail man in the Province to assist this Association in their efforts to better the conditions of the retail trade. We wish you all to join with us, becoming members of the Association, boost for the Association whenever possible and help us to make this year the banner year for the Retail Merchants' Association in Alberta.

The epidemic of influenza which raged through this Western country last fall seriously affected our work of organization, throwing us behind some six weeks of two months, so that a large portion of Southern Alberta is behind, but two organizers are now busily engaged in bringing this up to date, and they are meeting with good success, increasing the membership to the Association at most of the points visited.

Moved by Mr. Beart, of Edmonton, seconded by A. F. LePage, Medicine Hat, that the President's address be adopted.—Carried.

Treasurer's Report

N. J. McDermid, treasurer of the Alberta branch of the R.M.A., made his report to the convention at the Thursday morning session. The report contained the following statement of finances:

Receipts to Dec. 31, 1918, including fees		$4,586
Disbursements	$1,152	
Organizers' expenses	1,645	
Due Dom. Association per capita tax	382	3,180
Balance		1,635

The Alberta branch is not responsible for any part of the expenses of the Saskatchewan office from which the operations of the R.M.A. in Alberta are directed. A credit of $500 advanced within the past few weeks from Secretary F. E. Raymond wipes out all liabilities of the Alberta branch.

The question of what Alberta members should pay for the services rendered by the Saskatchewan office was brought up. As outlined, Alberta has paid all its expenses with the exception of a pro ratio payment of office expenses.



T. A. GAETZ,
General merchant of Red Deer, Alta., elected President for the coming year.

President Gaetz explained to the 1918 convention Alberta was to pay 25 per cent. of the running expenses of the office at Saskatoon, though he added that this was not a hard and fast bargain.

W. J. Illsey, Calgary, thought 25 per cent. was too much for the service being rendered by the Saskatoon office to Alberta retailers. This proportion had been arrived at merely on the basis of comparative membership in the two associations.

The suggestion of a settlement with the Saskatchewan office was not favored by the delegates. On the other hand it was proposed to have the executive committees of the two associations meet and arrive at some working basis whereby Alberta might in future conduct its own affairs and handle its own finances.

A delegate from Edmonton suggested that the organization at Saskatoon give more service to Alberta retailers than had been done. He thought it unnecessary to talk settlement when Saskatchewan was handling the finances.

OFFICERS FOR 1919

President, T. A. Gaetz, Red Deer, General Merchant.

1st vice-president, A. F. LePage, Medicine Hat, Department.

2nd vice-president, Geo. F. Beart, Edmonton, Men's Wear.

Hon. secretary, J. W. Bawden, Lethbridge, Furniture.

Treasurer, N. J. McDermid, Calgary, Druggist.

Secretary, F. E. Raymond, Saskatoon.

The position of honorary secretary was the only one to change at the election of officers at the sixth annual convention.

Nominating committee consisted of following delegates: J. G. Robinson, Foremost; H. Hill, Taber; E. F. Purcell, Brooks; J. W. Bawden, Lethbridge; J. Kellas, Medicine Hat.

President Gaetz gave his opinion that a paid secretary should be appointed in the Province of Alberta, with office preferably at Edmonton, where legislation passing through the Provincial Government could be watched. He was of the opinion that the provincial membership could be greatly increased and better service given to Alberta retailers.

Secretary F. E. Raymond of the Saskatoon office was asked for a statement of the probable cost of maintaining an independent office in Alberta, and also for an expression of opinion as to the advisability of separating the provinces.

"I suggested that Alberta should take over its own affairs in 1917," said Mr. Raymond, going on to explain that when Saskatchewan retained the direction of affairs in Alberta at first one-half of the fees of Alberta retailers was kept in Saskatoon, whereas later $7 was turned back out of the $12 fee.

"We in Saskatoon merely wanted to put Alberta on its feet," continued Mr. Raymond, pointing to the fact that when the affairs of the province were taken over there was a deficit of some $2,500 to be met. This deficit has been paid off now. In regard to giving greater service, Mr. Raymond pointed out that all the services of the Saskatoon office are at the disposal of Alberta members.

"During the year 1918, we received $4,586 from Alberta," said Mr. Raymond, "but we lost half this amount by neglecting our work in Saskatchewan. We had two men with automobiles out as organizers, and before the cars worked in our province at all they had spent several months in Alberta in the interests of organization."

Mr. Raymond explained that northern Alberta had been well worked by the organizers and that in places visited the old membership had been retained and in some places increased 100 per cent. Interest in the organization was increasing as was evident from the larger attendance at the present convention. No charge had been made by the Saskatoon office to Alberta for postage, stationery, staff expenses, depreciation on motor cars, etc.

At this point Mr. Raymond outlined the expenses of the Saskatoon office for one year which totalled approximately $1,000 per month.

"Saskatchewan is willing to settle on the basis of the actual expense of carrying on the work in Alberta," added Mr. Raymond, who favored the idea of taking the responsibility for handling Alberta affairs out of his jurisdiction.

"A good secretary and a good organizer in the field could carry the work on sucessfully if we did not pay you five cents," said Mr. Raymond, pointing to the fact that the Saskatchewan organization started in 1913 in debt, while it now had $6,000 to its credit.

A resolution to leave the settlement of the matter to the executive committees of the two provinces as soon as a joint meeting could be arranged was moved by W. J. Illsey, seconded by H. S. Ireland, Medicine Hat, and carried by the convention.

At this point President Gaetz addressed the delegates further on this subject, having in mind his long experience with the association.

"We should have a paid secretary in Edmonton," said Mr. Gaetz. "More attention should be paid to the Alberta branch of the R.M.A. Up until last February matters were very quiet regarding retail matters in the province. This is because we could not do anything else. Saskatchewan did the work. Conditions have now changed. Every day there are questions coming up in the province due to the reconstruction period being here. It is up to the retailers to be awake. Legislation affecting the retail merchants is coming up every day. The time has come when we should take some steps to combat certain legislation. We should have someone to look after our interests in the province and see that nothing more is put over

as has been done in previous years. I do not favor eliminating ourselves altogether from the Saskatoon office. They have put our association on the footing it has to-day. I have no doubt that a settlement will be arrived at between the two executives.

"I suggest that there be a good capable man secured for the position of secretary. It is better to have a man who does not need to devote all his time to the work. I suggest we open an office in Edmonton and have the secretary attend to all correspondence with retailers, etc. Freight claims should be sent for adjustment to the Saskatoon office. Some services it would not pay us to duplicate in this province."

Half Holiday and Early Closing

The question of setting aside a certain day for the half holiday each week and of securing legislation in regard to a stated hour of closing was proposed, though opposition was taken by several delegates to the discussion of this question which has so often been left with no solution.

Replying to Delegate H. Hill, Taber, President Gaetz stated that he had hoped to get some data from the retailers before the next session of the legislature. A Bill had been brought in at the last session but had been laid over. He had been informed it would come up before the next session.

"Premier Stewart told me the Retail Merchants' Association would be given notice before any Bills were put through affecting merchants of this province," said Mr. Gaetz, expressing his opinion that the only satisfactory way to settle the matter was to have a compulsory holiday declared on a specific day.

A. F. Le Page stated that the Government and Trades and Labor Council were appointing a commission to recommend which day was preferred for the holiday by the various municipalities. Merchants of Medicine Hat preferred Wednesday.

"The Government appointed a commission to sit in Calgary, Medicine Hat, and Edmonton," explained Mr. Gaetz.

"We want something that will apply to all the people all the time," said Mr. H. S. Ireland. "This legislation will be framed on about 25 per cent. of the merchants and will not take into consideration the smaller towns where the merchants work much harder than we do."

Mr. Le Page thought it was the intention of the Government to consider the rural districts in the matter.

R. H. Anderson, Taber, thought the closing hour was a more important matter than that of a half holiday. "The retailer should not work 12 to 14 hours when other trades are working only 8 hours," said Mr. Anderson.

One delegate quoted Mr. Pingle, M.P., as stating that a Shops Act will be framed affecting every constituency, and that the Retail Merchants' Association should draft legislation providing for the taking of shops out of the Factories Act.

When meeting Premier Stewart, Mr. Gaetz stated that he did not know whether to ask for an amendment to the Factories Act or ask for shops to be taken out of that Act.

On the motion of Mr. H. S. Ireland a resolution making one of the first duties of the new executive the drafting of a Shops Act that would bring forth wise legislation for the whole province was put. The resolution further provided for the submission of such legislation to expert counsel so that no mistake will be made in placing the matter before the Government. The motion was carried unanimously.

The matter of early closing and the question of a half holiday are matters to be included in the resolution, taking into consideration the report of the commission.

Wednesday afternoon closing with a closing hour of 6 p.m. on week days, and 9.30 p.m. on Saturdays was favored by the majority of delegates present, though it was conceded that in many cases this plan would not work out to advantage.

Insurance Writing

The question of extending the services of the Retail Merchants' Mutual Fire Insurance Company of Saskatchewan to members in the Province of Alberta was a live topic at the convention, and action along this line was looked upon as one of the important steps taken by the delegates.

President Gaetz brought the matter to the attention of the convention, expressing his opinion that he thought it advisable to have the insurance operative in Alberta.

"This is one of the services it would not pay us to duplicate" said Mr. Gaetz. "In order to operate here we must deposit with the Provincial Government a guarantee fund of $10,000. A resolution was passed by the officials of the company in Saskatchewan that when 500 members could be secured in Alberta, each paying an application fee of $5, that the company would deposit the $10,000 and commence operations in Alberta. It was impossible at that time to do anything as 500 members were not in sight," added Mr. Gaetz.

At this point Secretary Raymond took the floor to explain the matter in detail, pointing out that with the deposit of $5 each by even 300 members he thought the matter could be arranged satisfactorily. Explaining the benefits of the organization Mr. Raymond explained that over $1,000,000 of business is in force to-day with $60,000 of a surplus.

As to premium payments Mr. Raymond pointed out that where the board rate is, say, $40, this amount is deposited to the credit of the policyholder as a guarantee premium deposit. The assessment of the R. M. company has so far been equivalent to only 75 per cent. of the board rate. The guarantee premium deposit is merely a guarantee that the policyholder will pay his assessment.

The saving on a $1,000 policy would be equal to the membership fee in the association, and this could be used as an argument for increasing the membership of the R.M.A. Last year the risk had been increased to $2,000 in country places and to $4,000 in cities. The doubling of the risk taken naturally doubles the saving to policyholders.

Mr. Raymond stated that the company could afford to assess at 50 per cent. of the board rate but that the assessment of 75 per cent. was made to help in building up a surplus so that the amount of risk can be increased.

The $5 application fee is a guarantee of good faith desired by the directors of the company. The money is held in trust and



Banquet of the Alberta Retail Merchants' Association in Convention at Medicine Hat, last month.

returned if no business is written. This is not an annual fee and it furthermore covers any number of business places owned by an individual merchant.

Board adjusters are employed, and the expenses of adjusting distributed pro rata. Losses of the Saskatchewan company in 1918 were about $5,000. Only members of the association are insured.

J. B. Gillies, Edmonton, thought this matter was one of the "big things" the association had done and stated that he could speak for Edmonton merchants in saying they would be willing to avail themselves of the opportunity.

On the suggestion of President Gaetz, that each member work up his own territory, offers were forthcoming from E. F. Purcell, Brooks; J. B. Gillies, J. W. Bawden, Lethbridge, and others.

A resolution proposed by J. B. Gillies requesting the new executive to take active steps to have the R. M. Mutual Fire Insurance Company's advantages placed before the retail merchants of Alberta Province as soon as possible, was seconded by J. W. Bawden, and carried.

Resolutions Cause Wide Discussion

Wholesalers Aid Chinese Merchants

A RESOLUTION which brought forth much discussion during the Wednesday morning session of the convention was that dealing with Chinese engaging in the grocery, restaurant and confectionery business. Mr. Watson, Grassy Lake, called the attention of the retailers to the dire need of action, particularly in the smaller centres.

"In Grassy Lake we have four Chinese joints and a fifth one is soon coming. This class of competition is unfair," said Mr. Watson. "The Chinaman lives on very little, and unfortunately seems to have the sympathy of a large number of our white townspeople. The Chinaman never takes a holiday and in our case the Chinese stores were open even on Sundays up until a short time ago. Many farmers find it more convenient to come to town on Sunday than any other day and they buy from the Chinese and pay cash for their purchases, whereas, they expect and get credit from the white merchant. In our case sanitary inspectors advised the local health board to close the Chinese places of business, so unsanitary was their way of living and in close proximity to the foodstuffs being sold in the store.

Club Together

"The Chinese club together and are able to undersell us," continued Mr. Watson, "and when I brought the matter to the attention of the wholesale grocers they say, "If they don't sell to the Chinaman then someone else will'."

A resolution empowering the executive to use its influence to bring about similar legislation in Alberta to that adopted by the Province of Manitoba in regard to the Chinese question was proposed by Mr. Watson and seconded by Mr. J. H. Anderson, Taber.

"The yellow race is coming in as a thief in the night," said Mr. Anderson. "You in the larger centres do not see it as vividly as we, but we see that these people are taking away our very birthright. There is one feature of the Chinese labor question with which we cannot cope, and that is their apprenticeship system of securing labor. The Chinese merchant who has been in business here returns to the Old Country and brings out ten boys, paying the head tax in each case. These boys return in labor the equivalent of the tax, while the merchant has to pay the union wages. This is one reason why the Chinese merchant can undersell us. The yellow race can never assimilate with the white and the sooner we realize this the better."

A Serious Matter

H. S. Ireland stated that the growth of Orientalism in Canada was a very serious matter and one to which the Retail Merchants' Association could well devote much attention.

"I charge it to the wholesale grocer that the Chinaman has the support of the wholesaler," said Mr. Robinson, amid an outburst of applause, "and I could name the wholesaler," he added, speaking of his own district.

NEXT CONVENTION

The next convention is very likely to be held in the city of Calgary. The matter was left to the Executive for decision, but president Goetz expressed himself in favor of Calgary, thinking a meeting in that city would do most good for a local organization of retailers.

Calgary delegates presented a strong case for taking the next convenient to that city.

Continuing, Mr. Robinson stated that in his town no white merchant was handling confectionery because there were five Chinese "dumps" selling ice cream and candy.

"The membership of the Retail Merchants' Association will be increased and its members will become more active if they know the Association is working along this line in their interests."

Mr. Fraser, Pincher Creek—"The solution of this problem is in our hands and we can lay down an ultimatum to those on whom we depend for our supplies as to whether they are going to supply the Chinaman or the white man. If we keep a stiff upper lip in our dealings with the wholesalers we will solve this difficulty."

Local Conditions

Mr. Hill, Bow Island—"Local conditions affect us first. In our town there are three Chinese employers and twenty-two Chinese employees. They are not spending a cent in the town. They buy their foodstuffs from the wholesaler and clothing from the larger centres. The Chinaman has no honor. They give their word of honor to close at a certain hour and then deliberately remain open as long as they please. Much of the sympathy with the Chinaman is because he gives a service by keeping open at all hours which no other class of merchant will do.

"We may have to resort to violent means if our legislators do not take action."

Mr. Hill stated that in a Montana town a Chinaman is so disliked that if one is seen on the street he is promptly knocked down and when taken in hand by the police is fined for disturbing the peace.

"If I am appointed Justice of the Peace in Bow Island, I will get white men to knock down all the Chinamen and we will fine the Chinks $10 and give $5 to the white man who started the trouble," said Mr. Hill in conclusion.

A delegate from Lethbridge stated that the Great War Veterans' Associations were in accord with this movement, but they were delaying action until the R.M.A. stated their position.

Urges Co-operation

Frank Stockdale made a passing reference to the Chinese problem before opening his address on "Opportunities in Retail Advertising."

"While you do not want to mix your civilization with the Chinese, you want to learn one thing from them," said Mr. Stockdale "The Chinese are winning because they know how to work together, and when merchants come to this point the Chinese question will vanish. If it requires to wipe two hundred retailers out of business to accomplish this end it will be well worth while. One merchant cannot stand alone against the Chinese combined. As regards the wholesaler you will find the reason he likes the Chinese business is because when he sells one he sells the whole group, because the Chinese stick together in their buying. A programme of education among retail merchants is very much needed, and we can well start with the solution of the Chinese problem in our own cases in our own towns."

Other resolutions adopted at this session were as follows:—

Grants to Soldiers

Moved by G. F. Beart, Edmonton; seconded by J. M. Cooper, Medicine Hat. "The executive should forthwith proceed to give its support to the granting of a bonus to all returned soldiers of the Great War, varying from $1,000 to $2,000 each, having regard to the details of their service. That this resolution be forwarded to the Dominion Secretary to be presented to the authorities concerned."

Mr. Beart, who moved the resolution said he had talked with many returned men and acquired their viewpoint. One old soldier who had served in this war and had also sent his two sons, had told him of the Rhyl riots which he had said was the "first evidence of the stupidity of the Canadian Government."

Few of the men in big centres had homes and thousands of them were without work or homes. The street corners every night were occupied by soldiers openly preaching disloyalty and Bolshevism. The authorities left them alone because if they were roughly handled they would grow and spread into thousands.

It must be recognized that Canada only gives a summer's work and but seldom gives a working man a full year's work and this year when everyone is highly strung, hysterical and ready to fly off the handle it is well to remember that when fall comes we will have spent our money.

Land Settlements

Regarding the land settlement scheme, Mr. Beart said the terms offered to the soldier by the Government were almost as good as the C.P.R. offered to anybody and the size of the staff needed to administer the scheme was so large that they were wondering how they could pay them, creating a big overhead to be charged up to the taxpayer.

To meet the amount needed for the soldiers' bonus scheme would require $830,000,000, about one-third more than the last war loan. Based on a very conservative estimate of four million people in Canada and disregarding the natural increase in population 2½ cents a day paid for twenty-five years would wipe off this amount.

For that sum we could provide a standing army to stand between us and evil for the next two years. It would take that time for the hysteria bred of the past four years to pass away; for everyone to become mentally normal again.

After alluding to the broken and disabled soldiers, he said: "Nothing we can do will repay them. We must get into the frame of

mind to do the just thing because it is the just thing or we are not decent citizens. We can't expect the Government to take a step like this unless the people are behind it. So that if a soldier is short of money in the fall he'll wait, because he will know the right thing will be done.

"If we don't try and help the soldier and he falls into the hands of the Red element you have no idea what it will mean."

The resolution was seconded by Mr. J. Cooper and was passed unanimously with a standing vote.

Foreign Companies Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Scott, Edmonton:

"The Dominion Executive Council and the Provincial Executive for Alberta shall take up with the Dominion and Provincial Governments the question of legislation demanding that the Foreign Companies Act be amended, making it necessary for such companies operating in the various provinces throughout Canada and selling to any person in Canada in the wholesale or retail trade, be assessed in the Provincial and Municipal license fee."

Small Debts Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Kellas, Medicine Hat:

"Whereas, the Association has been informed that several of its members have tried to put the Small Debts Act into operation and have failed to get the police magistrate or justices of peace to act, on the plea that there is no remuneration to them provided in the Act, therefore, be it resolved that a schedule of fees be published by the Government immediately and that a copy of such schedule be forwarded immediately upon publication to the secretary of each provincial branch of the R.M.A."

Endorse Coast to Coast Trip

Moved by H. S. Ireland, seconded by Mr. Black, Medicine Hat:

"That this convention endorse the proposed coast to coast excursion to be held during the coming summer."

Mr. T. A. Gaetz, past president, explained that it was planned to have the excursion follow a route from Halifax to Vancouver through Regina, Moose Jaw and Calgary, returning to Calgary and proceeding north to Edmonton, thence to Saskatoon, Winnipeg and returning east.

In reply to a request from Mr. Illsey, for information re the programme cost to merchants, etc., Mr. Gaetz explained that an expression of opinion regarding the principle of the matter was all that was required.

Commercial Education

Moved by Mr. Gillies, Edmonton; seconded by Mr. Illsey:

"The executive shall be empowered to select a committee representing the commercial interest to work in co-operation with the authorities of the University of Manitoba in connection with the courses in commercial education."

Speaking to the motion Mr. Gaetz stated that the universities wanted to take action along this line. They were paying Mr Stockdale's expenses and were agreeable to continuing the lectures each year. The committee to be appointed was to see that this work was carried on.

Mr. Illsey asked that a tax be made on business men to defray the cost of the course as the university could not easily spare the money.

Secretary F. E. Raymond outlined the plan for commercial education during the next year. The idea was to select twenty centres throughout the Province and to hold a more intensive course in commercial education than has been done in the past. A lecture would be held one evening with a conference in the morning and afternoon of the following day. There would be two courses, one in the spring and one in the fall. The cost would be $160 per course, or a total of $320 for the year. Twenty districts would cost $6.400. There would be an allowance of $200 made for advertising. Mr. Raymond stated that the university would be willing to set aside $3,000 for this purpose, leaving the cost to the merchants $3,200. A guarantee of $4 from forty merchants would be necessary in each district. It was explained that should greater revenue be secured from districts containing a large number of merchants, this money would be used for assisting the smaller districts.

Moved by Mr. Gillies, Edmonton, and seconded by Mr. J. Kellas, Medicine Hat, the resolution was adopted.

"Resolved, that this convention request the incoming executive to continue the efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

The above resolution was adopted on motion of Mr. Illsey, Calgary, and Mr. Gillies, Edmonton.

Mr. Raymond explained that the object was to prevent produce dealers and collection agencies starting up in business and after obtaining large quantities of produce and money from collections to decamp. This had happened on numerous occasions in the past and a bond with the Government would put a stop to this practice.

"Resolved, that this convention is strongly of opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and good merchandising, and should be strictly avoided by all retail merchants. Further, that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a continual offense."

On motion of Mr. A. F. LePage, Medicine Hat, and Mr. Illsey, Calgary, the above resolution was adopted after several incidents had been related of how merchants had been victimized in these contests.

Convention Briefs

There was no question of the Wednesday afternoon session of the convention starting on time. A great deal of interest was taken by the delegates in the various industries visited in Medicine Hat and Redcliffe, on the motor tour in charge of H. S. Ireland on that afternoon.

The Chinese merchants came in for a lot of hard knocks, but Mr. Stockdale saw one redeeming feature and one which white merchants can learn from the yellow race, and that is co-operation. Even though Mr. Stockdale emphasized that the best advertising possible was the knocks from competitors, several merchants continued to hammer the Chinaman. It is significant that a number of such delegates told of eating in Chinese restaurants.

Custom and advertising are poor ways to combat such a retail problem as the Chinese merchant offers.

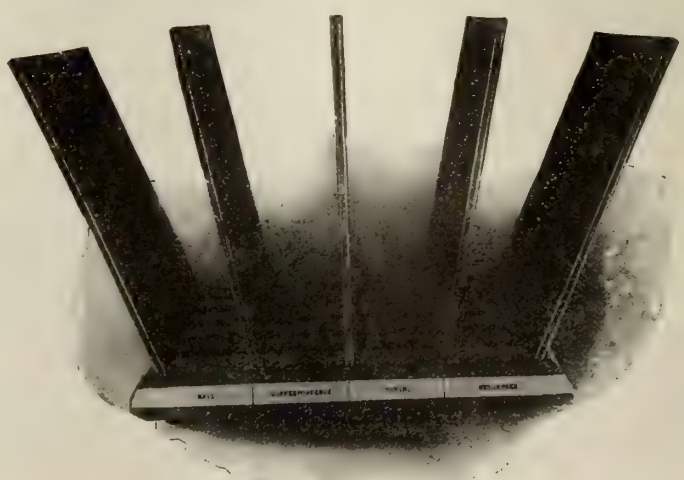
The Resolutions Committee included the following delegates: Hill, Taber; Illsey, Calgary; Scott, Edmonton; J. Kellas, Medicine Hat; and Gillies, Edmonton.

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WATER BABIES

This heading does not refer to the well-known juvenile book of that title but is the name of a new series of dolls put out by a New York firm. They are made of light soft cloth known as Kopac or Terry cloth. They are sanitary, and the makers claim for them that they are indestructible, all of which is calculated to make them popular with mothers.

BARNEY

"Barney" is the name of a toy tank put out by the Liverpool toy concern of Whitely, Tansley & Co. Like the real tanks that struck such terror into the hearts of the Huns when they first went into action, Barney is a real climber.

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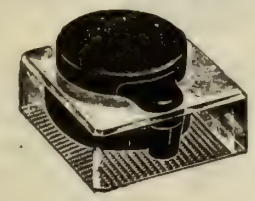
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I can see its arrival, all shining and bright,
As I stabbed on each letter with boyish delight.
Then the jolly old hunt till the letter was found,
While the boss in a hurry kept fussing around!
Now he is long gone, and my hair has turned gray,
And we still file our letters the very same way,
Tho' Strain's send along their most expert young man,
Who thinks we should file on the vertical plan,
And whips out his booklet to show the whole range,
But I'm not the sort who is given to change,
So I bid him good morning, and turn with a smile
To gaze on my relic—
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IF I SOLD TOYS

I would build, in front of my window, a "kiddies' boardwalk," about six or eight inches above the ground, and about two feet wide. Shop windows are often too high for children, and during the holiday season especially the adults generally crowd around the windows. The youngster has a slim chance to gaze on his conception of Paradise.

A railing on the outside would prevent the children from falling off. With my board walk the parents could stand outside of the railing and see the display by looking over the heads of the youngsters.

I would have the "entrance" to the board walk at one end and the exit at the other end of the walk, built to run int othe shop. Thus the parent, following the child, would be impelled to enter the store because the railing would prevent "jumpoffs." This no doubt would suggest a "look-around" in the toy department and consequent purchases.—"System."

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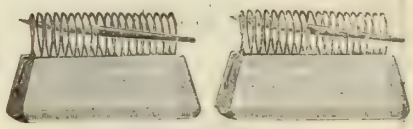
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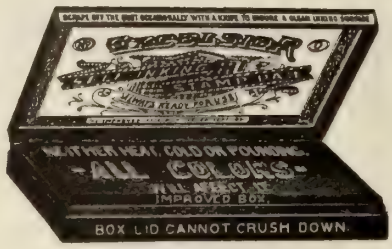
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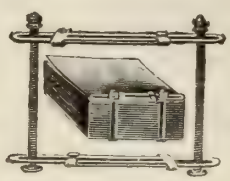


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Now, the first thing in the morning, all the clerks in the store gather at a little meeting which decides what article is to be pushed during the day. As a general rule it is some office or desk accessory, not very expensive, but usually in considerable demand. One day it will be inkwells, on another loose leaf memos or envelopes will be the item selected, while a special lot of paper will be chosen for another day's business.

Under this plan, when a customer has purchased or looked at the article he had in mind upon entering the store, the clerk does not have to ask a general question, but says, "May I show you these self-closing inkwells? I think you would like them."

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"In fact," says the dealer, "it has worked so well in my store that I don't see why it couldn't be tried in every retail establishment--drug store, grocery or hardware store. The very fact that the clerks themselves select the items to be pushed each day gives them an interest in the plan, and the stimulus of competition is afforded by their eagerness to capture the prize each week."

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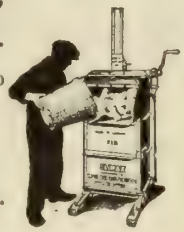
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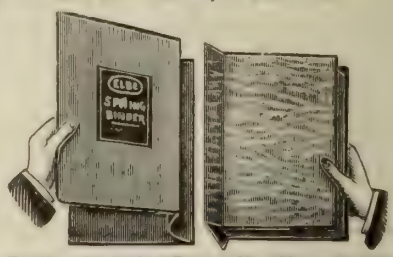
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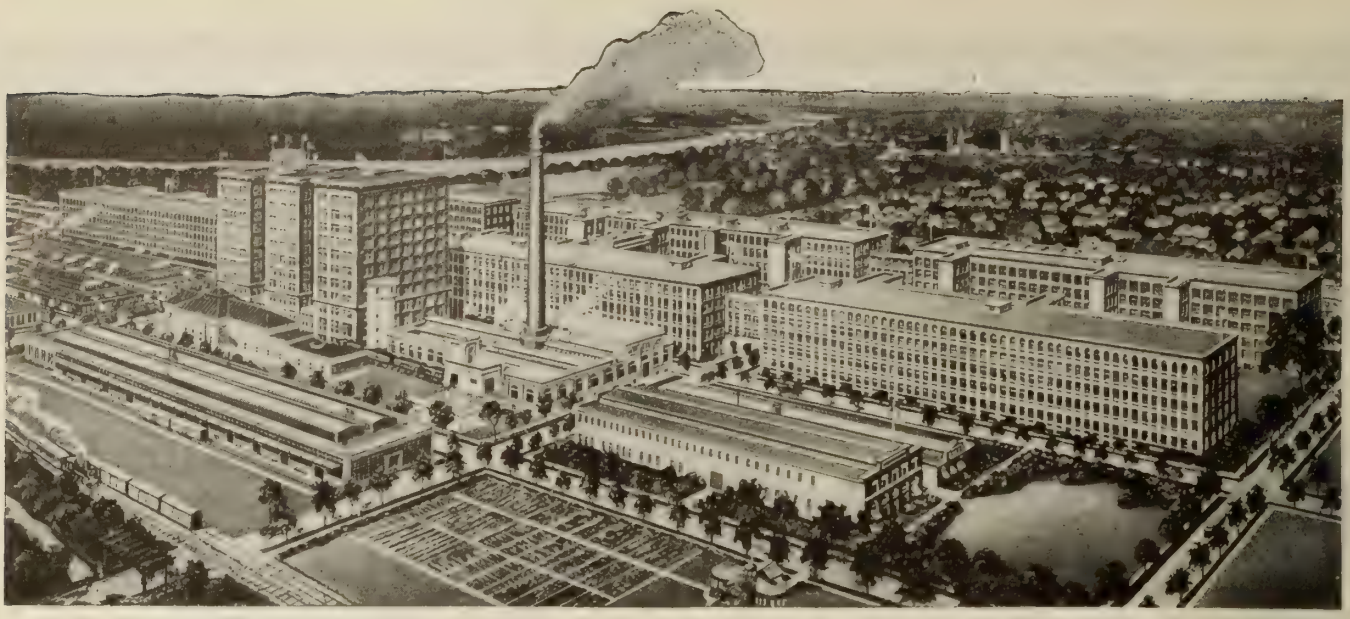
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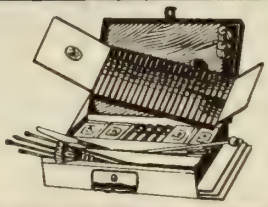
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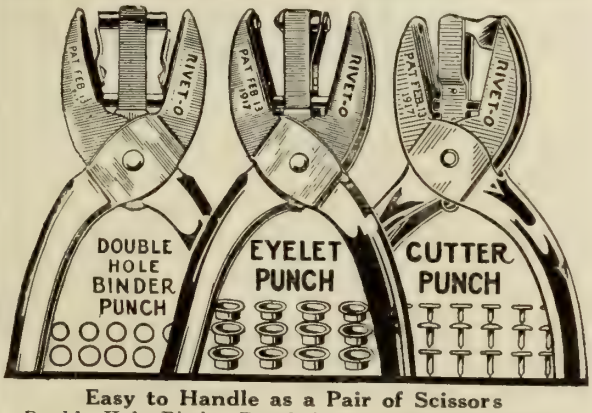
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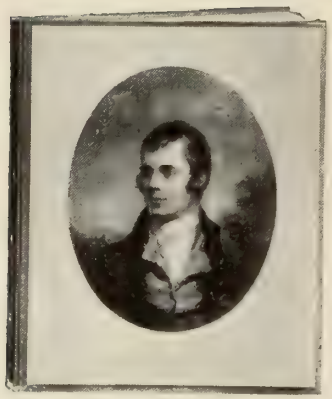
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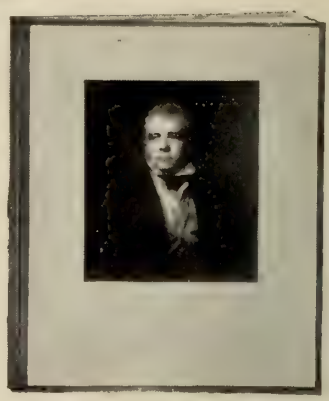
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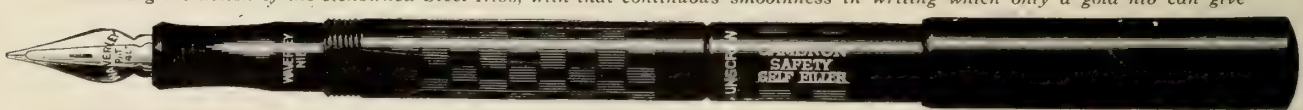
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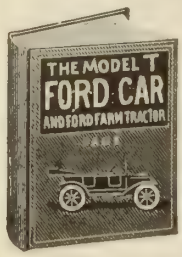
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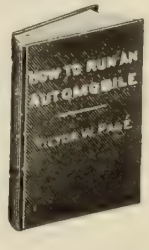
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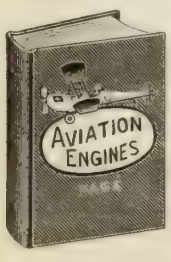
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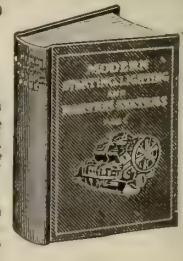
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One Look at the Authors' Names

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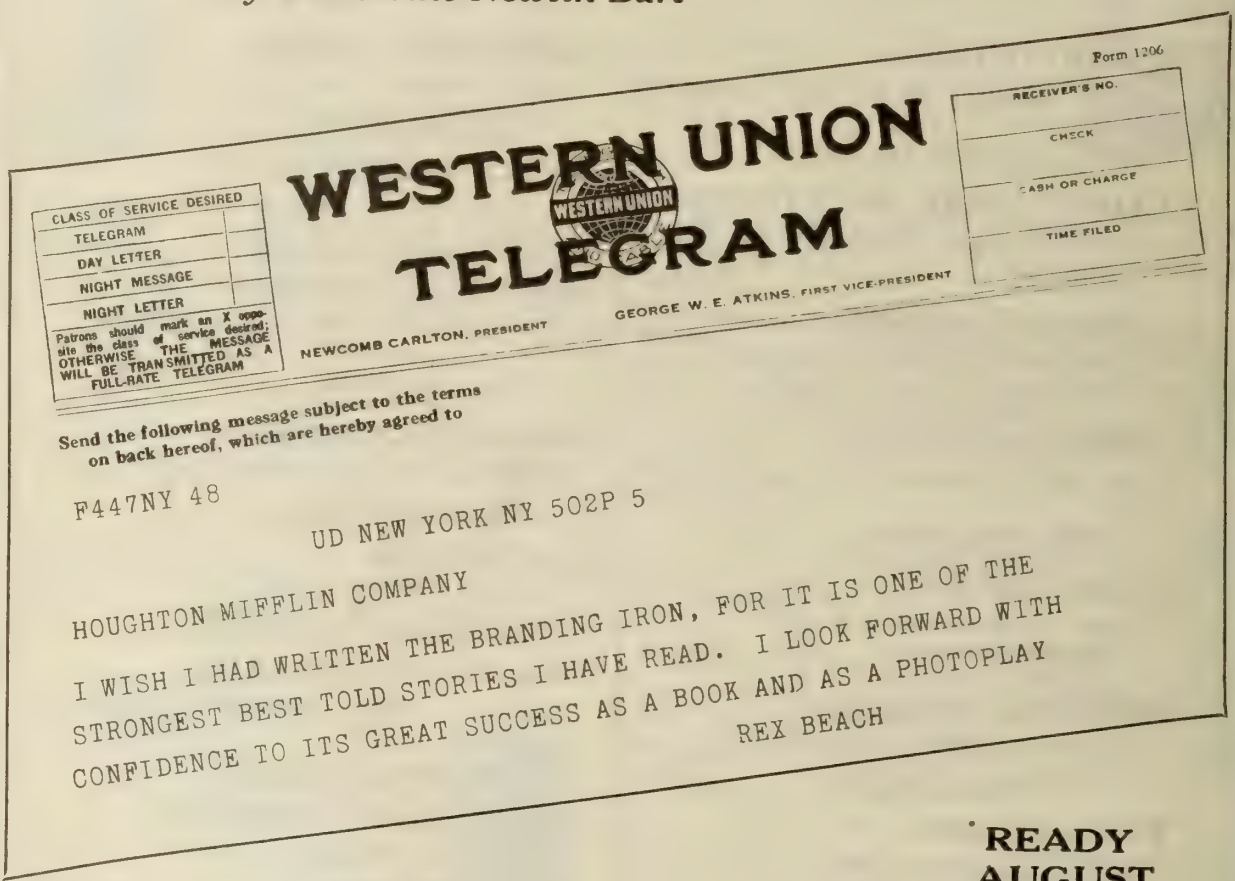
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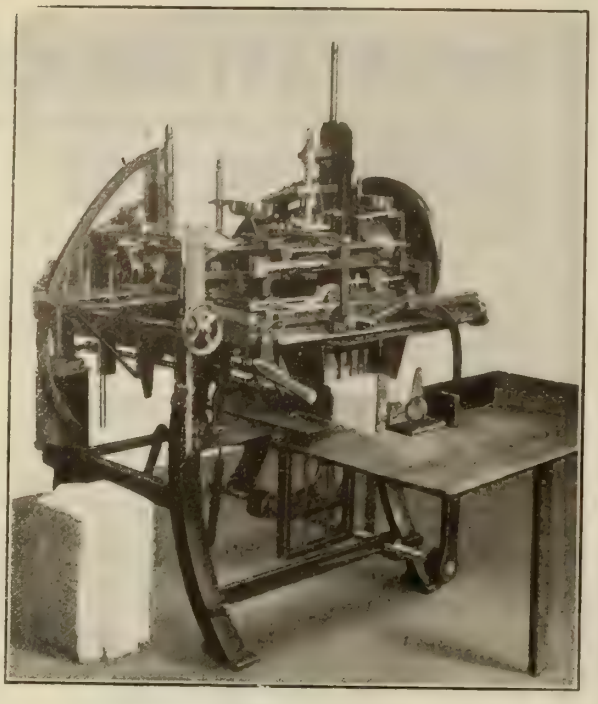
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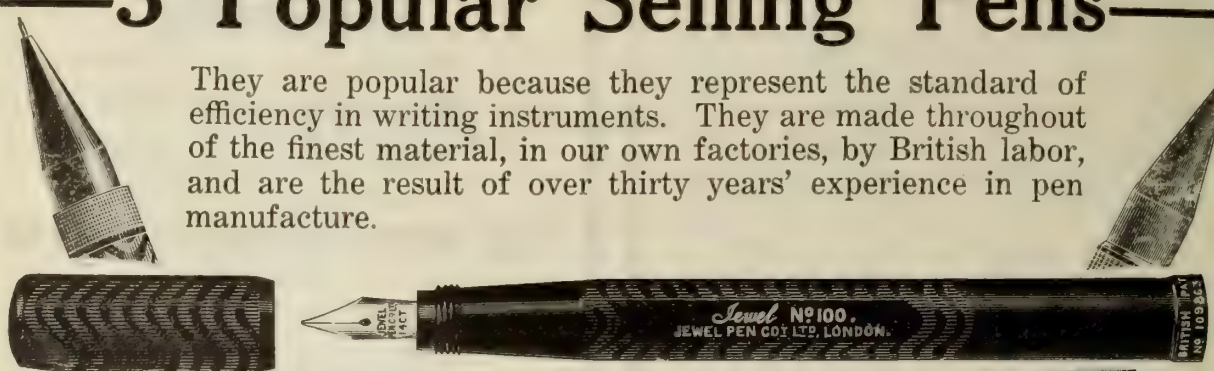
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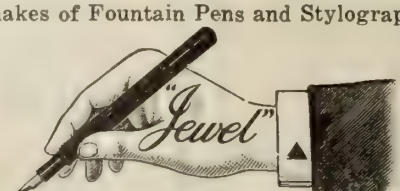
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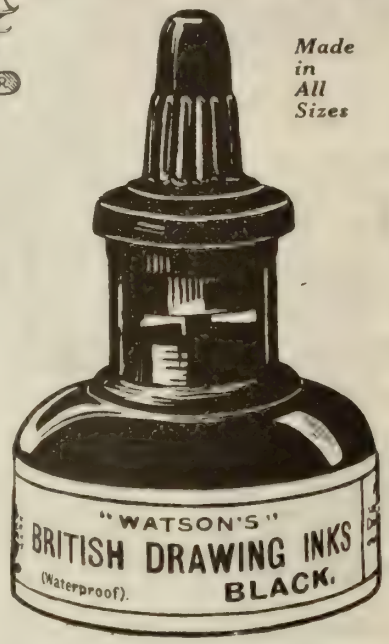
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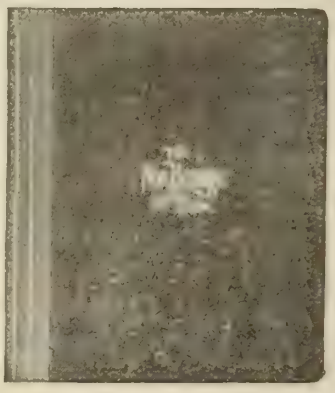
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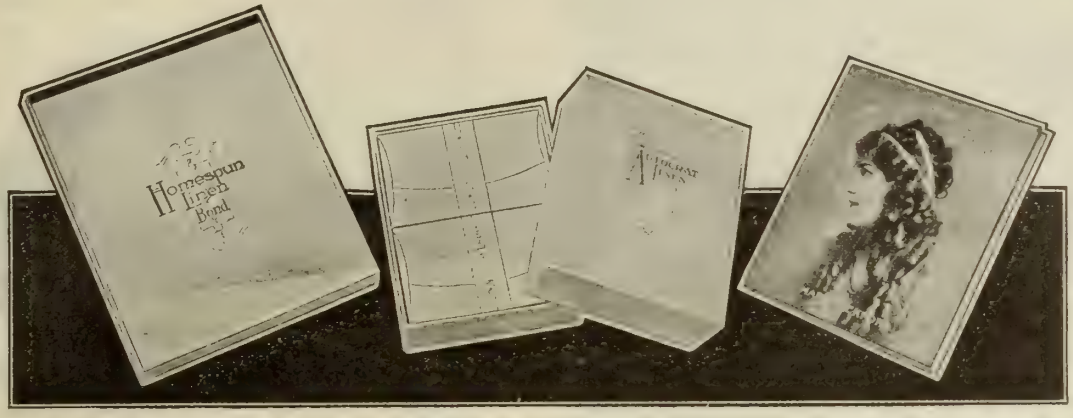
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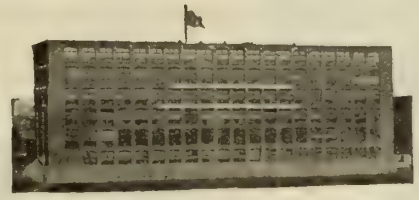
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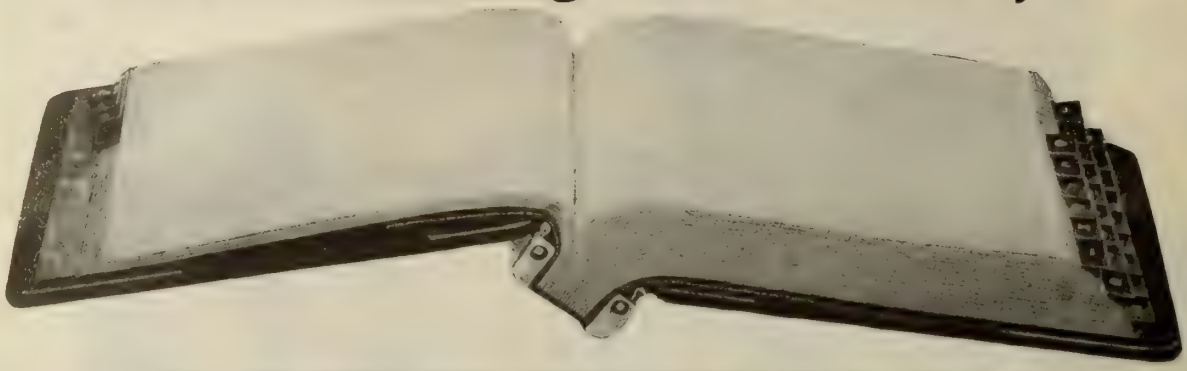
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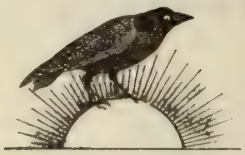
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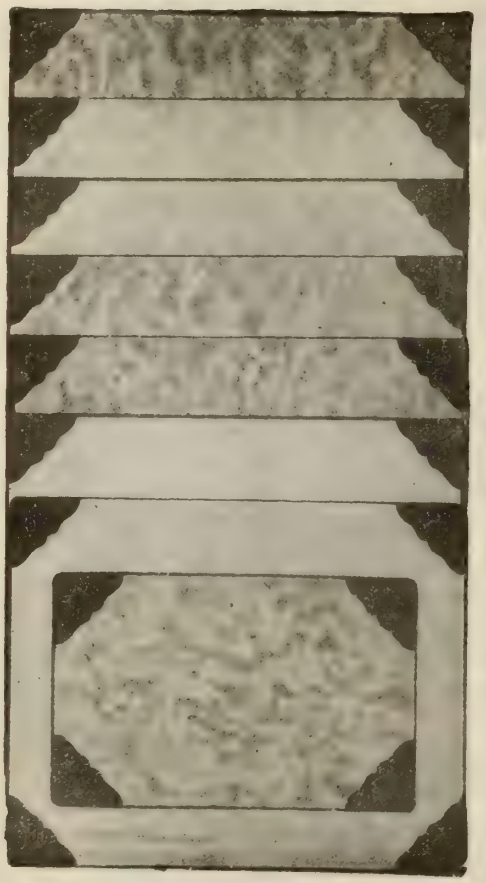
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HOME OFFICE:
Hudson Avenue and Front Street Brooklyn, N.Y.

Eversharp Sales Smash All Records



Never before has there been such an instantaneous success in pencil selling—a success which is steadily growing the country over. Why?—Because Eversharp is more than a pencil. It is the perfect writing tool—beautiful—always ready for instant writing—and guaranteed for life-long service.

Carries eighteen inches of lead and a perfect point for every word—a quarter million of 'em. Eversharp Leads have a firmness, fineness and smoothness all their own. When supply is exhausted thirty-five cents replenishes it—enough for another quarter million perfect-pointed words—sharp, economical writing always. Eversharp owners will not accept any "just as good" leads. Eversharp Leads are made for Eversharp Pencils, and you make these lead repeat-sales also.

Eversharp is filled in a jiffy. Has an out-of-sight eraser and a built-in pocket clip. Made for pocket, chain, and lady's bag. Priced to appeal to all classes.

The symbol of perfect writing—the mark of Eversharp Pencil and Tempoint Pen.

Made and Guaranteed by

THE WAHL COMPANY

1800 Roscoe Street, Chicago, Illinois

Send today for Catalog and Interesting Literature to nearest Canadian representatives:

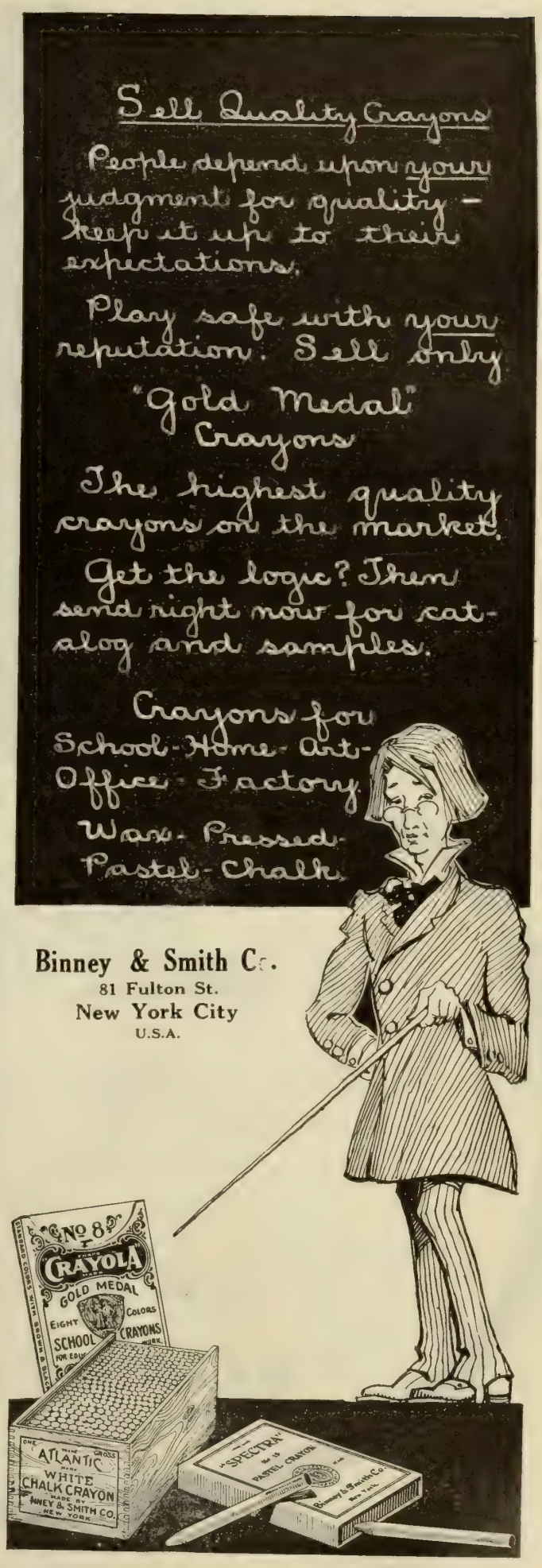
Rowland & Campbell, Ltd., Winnipeg, Manitoba
Western Representatives

The Consolidated Optical Co.
Toronto, Ontario — Montreal, Quebec
Eastern Representatives

EVERSHARP

ALWAYS SHARP—NEVER SHARPENED

Right-Hand Mate to the famous Tempoint Pen





OCTOBER

35TH ANNUAL AUTUMN NUMBER

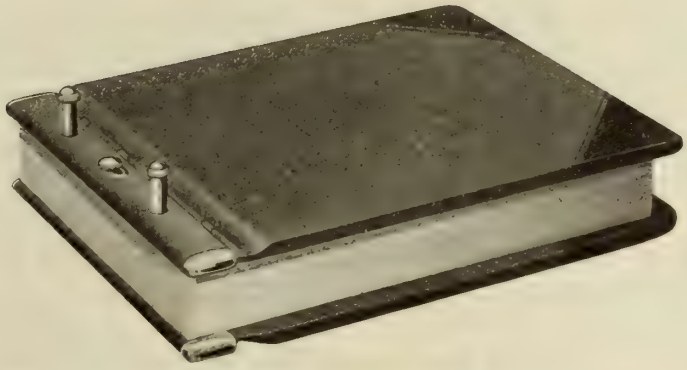
Publishers, Manufacturers, and Wholesalers should be prepared well ahead of time to be represented with good strong advertising in this Big Issue.

Forms close September 25th

BOOKSELLER & STATIONER

143 University Ave., Toronto, Ontario

LUCKETT'S
STERLING
— LINE —



TOP BUTTON LOCK BINDERS

STYLE AB—Bound Red Cowhide Back and Corners, Imported Grey English Corduroy Sides, Metal Hinges.

STYLE FB—Bound Red Sterluck (best quality imitation leather) Back and Corners, Dark Green Buckram Sides, Metal Hinges.

STYLE CB—Bound Full Slate Blue Canvas, Red Sterluck Corners, Metal Hinges, Heavy Boards.

STYLE DB—Bound Full Slate Blue Canvas, Red Sterluck Corners, Canvas Hinges.

STOCK SIZES

We carry a large range of stock sizes in both of the *Canadian* and *American* standards.

SPECIAL SIZES

Specials with standard centres can be furnished with only slight delay. Special centres take a little longer.

BUY GOODS THAT ARE
MADE IN CANADA and made RIGHT

By
A strictly Canadian Company

LUCKETT LOOSE LEAF, LIMITED

539-543 King Street West, TORONTO, CANADA

CHILDREN'S GOODS

A REGULAR MONTHLY SECTION FEATURING TOYS, DOLLS, GAMES, TOY BOOKS, STORY BOOKS AND OTHER LINES FOR CHILDREN'S TRADE.

"RIBBON TINSEL"

The beautiful, brilliant decoration for the

CHRISTMAS TREE

A sparkling shower of ribbons which will not burn or tarnish.

WRITE FOR SAMPLES

VALLEY PRODUCTS CORP.
720 N. 15th St., St. Louis, Mo.

Dolls, Postcards and Novelties

We manufacture all classes of postcards, dolls, Christmas booklets, etc. Write for samples and prices.

The International Fine Art Co.,
LIMITED
36 Notre Dame West - Montreal

NOW READY

The Original Penny Edition Old Moore's Almanacks

ALSO

"The Ariel" Penny Series of Dream Books, Fortune Telling Books, Riddles and Jokes, Fortune in a Tea Cup Books, Picture Riddles, etc., etc.

Write for catalogue and price list, direct to the publishers.

GOODE BROS., (1913) LTD.
ARIEL WORKS
88 and 90 CLERKENWELL RD.
LONDON, E.C. 1

TOY WHOLESALERS

Read the reports elsewhere in this issue showing the attitude to the Toy Trade of representative Retail Booksellers and Stationers.

Give them information about *your* line in the shape of good, strong advertising in the children's trade section of the September issue. Forms close *August 25.*

Bookseller and Stationer

143-153 University Avenue,
Toronto, Canada

The House with the largest range of Celluloid Toys in Canada—at Popular Prices

If our representative does not call on you, don't hesitate to **write or wire** at **our expense** for Sample Parcel which will have our prompt attention.

Our Sample Parcels of Celluloid Toys are priced at $20.00, $30.00, $40.00 and $50.00. Be sure you state the value of Sample Parcel required. Our expert in this department will please you.

Additional lines we handle:

Picture Books
Stationery
Toy and Building Blocks
Dolls
Games
Tinsel Decorations for Xmas
Fancy Goods
Leather Bill Folds
Boys' and Girls' Leather School Bags
Chess and Checkers
Checker Boards
Dominoes
Playing Cards
Men's Belts
Boston Garters
Boston Arm Bands
Toilet Articles
Manicure Sets In Rolls

E. DAVIS & CO., Drummond Building MONTREAL, P. Q.

PROMT DELIVERIES

GREET THE PRINCE OF WALES WITH FLAGS!

THE PRINCE OF WALES ARRIVES IN CANADA THIS MONTH



DECORATE YOUR OWN STORE AND ENCOURAGE OTHER STORES, PUBLIC BUILDINGS AND HOMES TO DO LIKEWISE

THAT IS HOW TO CREATE NEW BUSINESS IN SELLING FLAGS

2 x 3, 4 x 6, 6 x 8, 8 x 12, 9 x 14, 12 x 16, 14 x 18, 17 x 24, 18 x 30, 22 x 36

COTTON FLAGS ALL ON STICKS

THE PLACE TO BUY THEM IS

THE FLAG HOUSE OF CANADA

E. H. HARCOURT CO., LTD. 255 WELLINGTON STREET W. TORONTO, CANADA

Christmas Tree Ornaments?

Why, Yes - Here They Are - At Prices That Mean Good Profits For You

GLASS TREE ORNAMENTS

Made in U. S. A.

	Gross.
No. 250 2" in diameter, assorted to the dozen, 3 red, 3 green, 3 gold and 3 silver	$4.50
If wanted in red and green only, price is	$4.75
No. 300 2½" in diameter, same assortment	$6.00
Red and green	$6.25
No. 350 3" in diameter, same assortment	$7.50
Red and green	$7.75
"Assorted colors" includes red, green, blue, gold and silver.	
No. 450 Oval shaped, 2" high, with fancy design on it. Assorted colors to the dozen	$4.50
No. 5300 Two colored frosted glass balls, as red and silver, 3". These colors are put on so that they blend and also show up many designs. Assorted colors	$9.00
R. W. & B. silver colored ball with a ½" red band around the centre. Above and below this band is a blue band ¼" in width	$9.00
XMAS—This ball is similar to "R. W. & B." This one has a white band around the centre with "Merry Christmas" printed on it. Above and below is a red band ¼" in width	$9.50

FANCY GLASS ORNAMENTS WITH REFLECTORS

No. P3N—Glass ball with 2 reflectors, 3" in diameter, assorted colors to the dozen	$9.00

SPECIAL GLASS ORNAMENTS from last year's stock

These goods are not as nice as this year's goods, as the colors are faded, but we are making a special price so that you can have a special bargain.

No. 300—3", 1 dozen in a box, ½ dozen silver, ½ dozen assorted colors	$4.50
NOTE—This size ball in this year's stock cost $7.50.	
No. 350—3½" in diameter, same assortment as 300	$6.00
No. 400—4", same assortment as 300	$7.50

Please note that these numbers differ from this year's numbers, whereas the No. 600 of this year's number is only 2½" in diameter last year's No. is 3" or is equivalent to the No. 350 this year's numbers.

TINSEL GARLANDS, SILVER, AND GOLD

	Gr. yds.
1212 1 2 Gross BX, ⅜" wide	$1.50
1612 1 4 Gross, ½" wide	$2.40
2418 1 6 Gross, ¾" wide	$3.60
2818 1 6 Gross, ⅞" wide	$4.50
4820 1 12 Gross, 1½" wide	$8.00

ORNAMENTS

440 1 Gross, assortment of Colored Pictures, Tinsel trimmed, about 5" long	90c
442 1 Gross, Tinsel Cone, 2½" long	90c
443 1 Gross, Tinsel Oval, 2" diameter	90c
111 1 Gross, Tinsel Spiral, 5" long	90c
463 1 2 Gross, assorted shapes Tinsel Ornament, W Glass Bead in centre, average size about 2"	$1.30
486 1 4 Gross Circle W Bead and Spiral, 3¾"	$2.25
509 1 6 Gross Letter S W Bead on each and 6" long	$3.60
511—1 6 Ring W Butterfly and Spiral, 6" long	$3.60
514 1 6 Gross Oval W Santa Claus Figure, 4" diameter	$4.00
555—1/6 Gross Fancy Star W/2 Beads, 5" diameter	$4.50
556 1/6 Gross Cross W 4 Beads, 5" diameter	$4.50
600—1/12 Gross Star Tree Top, 6½" high	$7.50
603—1/12 Gross Fleur de Lis W Ball, 7" long	$7.50
621—1/12 Gross Heavy Oval W/4" Santa Claus in centre, 5½" diameter	$9.00
649 1 12 Gross Heavy Sunburst W 6 Beads, 6" diameter	$9.00
642 1 12 Gross Garlands W 3 Bead Pendants, 36" long	$9.00
801—1 6 Gross Tinsel Cross W Poinsetta, 5" diameter	$4.50
845—1 12 Gross Tinsel Star W/Poinsetta, 8" diameter	$9.00
6½" diameter	$7.50
845—1/12 Gross Tinsel Tar W/Poinsetta, 8" diameter	$9.00
61—Tinsel in Bags, gross	$1.20

Christmas Specialty Co.

263-265 SECOND ST., NEW YORK

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.

GLAZED LINEN Die Wiping Paper

A New Development In Die-Wiping Paper

Perfected after fifteen years' experience in the manufacture of paper for this particular purpose

Combining Every Requisite

1st **Greatest tensile strength.** Will not break while running the tackiest of gloss inks.

2nd Its smooth surface enables it to work on picture and hair-line work of the finest quality, as well as general script and block lettering.

3rd Being made of a specially prepared pulp, it has a soft texture that positively will not wear the dies.

4th Rolls are hard wound and absolutely free from lint.

SEND TRIAL ORDER. Unprecedented Satisfaction Guaranteed or Returnable at Our Expense.

Paper Manufacturers Co. Inc.

PHILADELPHIA-PENNA.

526-528 CHERRY STREET

FACTORY & R.R. SIDING 13TH & NOBLE STS.





The largest selling quality pencil in the world

VENUS PENCILS

There's nothing else like the smooth, velvety, easy-writing and drawing *uniform* leads that customers will find in the matchless VENUS Pencils.

17 Black Degrees
6B softest to 9H hardest
and
hard and medium Copying
All perfect



Professional and business men the world over know that VENUS in Pencils stands for Perfection.

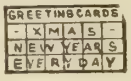
Order in your fall supply now.

American Lead Pencil Company
220 Fifth Avenue
NEW YORK
also Clapton, London, Eng.

COUTTS
MADE IN CANADA
GREETING CARDS

"When You Think of Cards Think of Coutts"

Cards for Christmas
and Valentine's Day
Greetings for Birthdays
from May until May
Easter and New Year's
and All Hallowe'en
Gay Illustrations—
the brightest you've seen
Orders for any day
filled with great speed.
So look through your stock and just see what you need.





Find out your wants,
then write us a letter.
And our advice is
The sooner the better.

WILLIAM E. COUTTS
145-149 Adelaide Street West
TORONTO

"Made in Canada at prices that save the duty."

Why Worry about the Exchange Rate?

Give Your Customers

CANADIAN WRITING PAPER



Not only is Rolland Parchment made in Canada, but it is the highest grade paper for discriminating users.

Put up in ¼ ream boxes with envelopes to match and in papeteries.

Several styles of boxes—attractive embossed tops.

Let us send you samples.

THE ROLLAND PAPER CO., LIMITED

Makers of High Grade Papers

MONTREAL

Mills at St. Jerome, P. Q., and Mont Rolland, P. Q.

FOR SALE

An Old Established Book and Stationery Store

Doing A1 business and making splendid profits. Stock in first-class shape, turning from 2½ to 3 times a year. Very finest location, premises in good repair and lease to run for several years at moderate rental. The net profits from this business will return capital invested in two years.

Reply Box 214, Bookseller and Stationer

Editorial Chronicle and Comment



THE ONE BEST SELER

IS the Bible read to a less extent than in former years? Editorial writers in newspapers are telling us so, and that this is true seems to be pretty well established—in spite of the fact that the Bible is still the one best selling book. Anything that the booksellers can do to help keep up the circulation of the Bible will be good business, not to mention the spiritual betterment of the world that they will thus be promoting.

In William Lyon Phelps' new book, "Reading the Bible," he records the surprising discovery by Professor Lownsbury, of an Arts student who had never heard of Pontius Pilate! Professor Phelps divides his book into three parts under the respective headings of "Reading the Bible," "St. Paul as a Letter Writer" and "The Short Stories of the Bible." The whole book is a treatment of the Bible as one would deal with any other great masterpiece of literature. He allows no doctrinal or religious prepossessions to reveal themselves in this work, which is a most brilliant study of the literary side of the Scriptures.

Wide circulation of such books as this will give still further impetus to the sale of copies of the Bible itself. The idea suggests itself here that booksellers might well give window space from time to time to displays of Bibles and books dealing with the Scriptures.

EXPORT TRADE

"SWEDISH stationers have formed at Stockholm a remarkable union, styled the Swedish Stationers' Trading Co. (Svenska Pappershandlares Handelsaktiebolag). British manufacturers should note that it desires to establish connections with wholesale dealers in and manufacturers of stationery and will sell all kinds of writing materials, office outfitting apparatus, typewriters, etc.," says *The Stationery World*. "Enterprising British manufacturers will here note the opportunity of securing a market of importance, as the company is selling all articles to be found in a well-furnished stationer's shop."

Why should not Canadian manufacturers of paper and these other lines be able to get a goodly share of such export business as this, in Sweden and in other countries as well?

A BIG PROBLEM

IN view of the demands that are being made all over the country by employees, many merchants and manufacturers are giving more attention than ever before to profits. In many cases, not only shorter hours are being demanded, but a share in the profits. Just how far they can go in meeting demands of this kind without vitally affecting their business is what business men are trying to discover. Any business starved of profits will soon eat up its own capital. Big assets are of little good unless they are of such a character as to bring increased earnings. Big earnings which are merely the result of accidentally favorable conditions are usually only temporary. A good many firms who were engaged in war work of one kind or another have found this out in the last six months. But growing earnings which are based upon a constant increase in the productive assets are of great importance. Any firm which is constantly plowing back into its assets a considerable part of its earnings each year is in a position to build for the future. Many business men hold that in order to make the best of the opportunities offered for expansion a business must absorb a good share of its own profits. That, they say, is the only sound way to finance for expansion. Many of the largest firms in the country have built on this foundation. If a firm earns, say an average of 15 per cent. annually for five years, it might pay a 12 per cent. yearly dividend and retain 3 per cent. in the business or it could pay 5 per cent. and retain 10 per cent. for expansion. In this case its capacity would in five years increase fifty per cent. This plowing in process would give it splendid stability. But if the firm endeavored to pay, say six per cent. on its invested capital and then distribute the balance to workers it would soon cease growing and starve. This question of how much profits can go to the workers, especially when they are lessening production by asking shorter hours, is a big one and upon its successful solution depends the future of a great many firms.

SUCCESSFUL merchants are honest not from policy, but from principle. They would consider success, as failure in disguise, unless they could feel that they had won it fairly.

NEWS OF THE TRADE

DOUBLE PRESENTATION

On severing his connection with Brown Brothers, Limited, wholesale and manufacturing stationers, the employees gave a tangible expression of their personal regard to Mr. J. A. Cook, who had been with the firm for over forty years. Mr. Cook recently left the firm, having, with his son, purchased the commercial stationery business of Brown & Stainton, Ltd., Bay St., Toronto. The factory staff presented him with a handsome cabinet of silver, and the warehouse staff a beautiful easy chair. James P. Cook, who has been with the firm for about twenty years, and who is joining his father in business, was also a participant in the occasion, being presented with a silver service.

R. G. McIntyre succeeds J. E. Causgrove in the book and stationery business in Chatham, Ont. Mr. Causgrove will conduct the Windsor Business College.

Burglars broke into Turnbull's bookstore, Hamilton, Ont., Sunday night, July 13, by means of the skylight, filed off the lock of the safe and got away with $200 in cash.

A FINE RECORD

Following is a record of which any man would be proud. It is that of Mr. Alexander MacMillan, of Messrs. J. & A. MacMillan, stationers, St. John, N.B. Mr. MacMillan is back to civil life and taking active interest in his business again.

Joined 26th Canadian Infantry Battalion with rank of Lieutenant, November, 1914.

Sailed for England with 26th Battalion on H. M. transport "Caledonia," June 13, 1915.

Arrived in France with 26th Battalion September 15th, 1915.

Wounded—shrapnel bullet in small of back June 17th, 1916, in front of Observatory Ridge, Ypres salient.

Evacuated to England June 23rd, 1916.

On expiration of sick leave, posted to 40th Reserve Battalion, September, 1916.

Proceeded to France and rejoined 26th Battalion, November, 1916.

Promoted acting Major, October, 1917.

Awarded D.S.O. May, 1917, following attack on Vimy Ridge.

Promoted Major, October, 1917.

Posted to 2nd Canadian Infantry Brigade as Staff Learner, April 16, 1918.

Transferred to H.Q. Canadian Corps "A" branch, September, 1918.

Rejoined 26th Battalion as second in command, April, 1919.

Returned to St. John with 26th Battalion, May 17th, 1919.

Struck off strength Canadian Expeditionary Force, May 19th, 1919.

D.S.O. and Mons Ribbon.

Engagements participated in:

Ypres Salient, April, May and June, 1916; Vimy Ridge, April, 1917; Hill 70, August, 1917; Passchendaele, November, 1917; Amiens, August, 1918; Arras, August, 1918. And subsequent operations until cessation of hostilities.

Saskatoon has been decided upon as the location of a branch of the great Norwegian-American publishing houses, Augsburg Publishing House of Minneapolis, Minn., and the Lutheran Publishing House of Decorah, Iowa.



WILFRED FORD

Who has joined the travelling force of McClelland & Stewart, after four years' absence overseas.

IMPORTANT DEAL EFFECTED

A deal of importance in the book trade was put through last month whereby S. B. Gundy was given the Canadian sales representation for the big U. S. publishing house of Doubleday, Page & Co., Garden City, N.Y., for the bulk of their publications, the exceptions being a few lines which have been sold in Canada for years by two or three other Canadian publishing houses. This will add a most important list of new books, as well as standard publications to the lines sold by the Oxford University Press.

CONFIDENCE IN CANADA

An instance of the faith in Canada exhibited by big U. S. concerns is the policy of the Joseph Dixon Crucible Co., of Jersey City, N.J., whose pencil line is carried by the A. R. MacDougall Co., for provincial and municipal bond issues. Canada, the Canadian Asbestos Co., of Montreal, representing them for the sales in Canada of grease, lubricants and paints, of investing all cash returns from sales of their products in Canada, in Canadian Government, provincial and municipal bond issues.

The confidence in Canada manifested by financiers and industrial leaders in the States by their investments in Canadian Government war securities is a chapter in the commercial relations of the two countries, which, to treat adequately, might well be the subject of an extended review.

SERVICE THAT HELPS SALES

A new device affording service to the retailer's customers has been introduced by the Joseph Dixon Crucible Co., of Jersey City. It is along the lines of the familiar telephone pad, with a pencil attached.

The device itself consists of a metal upright representing a pencil and lithographed in true colors, with metal base and pads and an HB pencil attached. Its service to the dealer is at once apparent when it is considered how many more sales of a desirable item would be made if the customer only had some handy way of trying it without asking the dealer specially to show the article.

It is a silent salesman, occupying small space on the counter, and making it easy for the customer to introduce the subject of pencils to the dealer, instead of the other way about. To the dealer in stationery or art supplies with a heavy list of individual items this idea of helping him out on the introductory end is sure to meet with a sincere welcome.

The upright is 10½ inches high, handsomely colored in a rich hue, with gold lettering and the pencil point in black. The base measures 5½ x 4½ inches, with a groove at the end in which is laid a full length pencil, attached by a long fine chain.

Among the novels just published is "Ramsey Milholland," by Booth-Tarkington.

Among the July issues was a new novel by Grace S. Richmond, the title of which is "Red and Black."

Responsibility of the Retailer

Upon Him Depends to a Large Extent the Success or Failure of National Advertising —How the Alert Merchant May Profit

NATIONAL advertising is a great stimulator of local business, but retail business must do its own part to focus interest upon such goods so introduced, and to make plain to the public where these may be obtained at all times.

This specialized advertising costs the manufacturer large sums of money, and while it is intended to boom his own business and increase his profits, it helps the retailer in proportionate measure. A wide-awake, live-wire business man will ask especially for free advertising helps when purchasing invoices of new lines, or when giving repeat orders for goods already in stock.

Many times the free advertising furnished the retailer, in the way of booklets, folders, circulars, etc., etc., finds its way into the trash barrel, and is never used at all. The business which has a section of shelving, a cabinet, bookcase or small room, divided to the care and systematic arrangement of advertising material is an exception, and yet, all this stuff costs money, and should be used to bring in money.

Letter enclosures, assorted packages of advertising wrapped up and enclosed with out-going goods, packages put into waiting vehicles, and the wise use of the advertising material costs nothing but the effort to place it where it will be most likely to be read.

The second class of free advertising is frequently overlooked entirely. It has to do with co-operation with business promotion schemes on the part of the community organizations, such as the Board of Trade, Chamber of Commerce, etc.

For example, in a recent Dress Up Week, in a progressive city, only part of the merchants took pains to brighten up their establishments, and to put in handsome windows displays. First, second, and third prizes were awarded to each class of stores, and honorable mention to others of superior excellence.

There was a committee of formal award, and newspaper announcements concerning the prize winners. In addition to this, window displays were described in detail in the reading columns, and in some cases were accompanied by photographic reproductions. This publicity was free, and really well worth whole, as it reached the class of people likely to be drawn into these places of business.

There is an advertisement with which we are all more or less familiar. It portrays several beautiful infants, and underneath is the remark, "We are advertised by our loving friends." This brings us to the third class of free publicity, which comes from the personal recommendation of those people who have been pleased with our goods and service, and who in turn, mention us to others. With sufficient enthusiasm they likewise become customers.

One business man traced over seventy of his best patrons to a modest little man whom he had taken pains to please, regardless of the small profit involved. At the time he had no idea he was making so firm and so profitable a friend.

The fourth class of free publicity has to do with contributions and subscriptions given to worthy causes.

It is customary to list such donors in the newspapers, and while it may be considered that the mere mention of a gift to an orphan asylum, or an old home week committee, or a soldier celebration fund, amounts to little, it is undeniably true that good will is created by true public spiritedness, which cannot be measured in dollars and cents. A gift of this kind should never be given in a grudging spirit, but rather offered cordially and heartily.

One business man looks upon his local citizenship in the light of a responsibility, and when he can conscientiously do so, endorses worthy public movements. Sometimes he does this by a line of approval or suggestion in his newspaper advertising, or his window displays. Again he takes occasion to write a letter of cheery optimism to the daily paper over his name. Occasionally he offers a corner of his store as a downtown headquarters for benevolent or philanthropic workers.

He finds that by placing an attractive little booth in the rear of his establishment, he can bring many people past attractive displays of his own. In a Y.M.C.A. drive for a new building, he decorated the front of the store with red triangles, and the little booth inside the store was presided over by prominent women who came in pairs and served in relays during business hours. He won many new customers through his own courteous co-operation in this work.

In the same way he was in the forefront in patriotic movements, and many people came to know him, his goods, and his service, who had never taken them into consideration before.

By carefully studying the newspapers for suggestions, many opportunities for free advertising will crop up unexpectedly. It is a good plan to read the daily newspaper with a little note-book and pencil in pocket, that timely ideas may be jotted down before they are forgotten. Ideas are strangely illusive, and yet one idea put to work is worth a shipload left floating around untouched. In fact, ideas are not much use until they are harnessed up to the energetics of the human mind when appropriate.—"Picture and Art Trade Journal."

Summer Book Displays

Phelan's Bookstore, St. Catherine St., Montreal, has had summer books on display in a way that must have secured results. The centre window, a very large one, has been given over on different occasions to summer reading material exclusively.

BOOKSELLER AND STATIONER thought the last window well worthy of mention in particular. The foreground was arranged suitably with a wide assortment of fiction reprints and the display extended well back. A pyramidic effect was arranged at the back of the window and this was terraced slightly, about the width of a book. This gave just the right height for reprints when placed upright, slanted enough of course to retain them in position, or when the book was slightly opened it was stood upright.

The impression to be gained through this window was improved by the simplicity of the arrangement. It was further a good selling window because there was nothing to detract. The single card, placed in the immediate centre at the top of the pyramid staging at the back, read as follows:

> Summer Reading
> Reprints From
> All The World's Best
> Fiction
> 75 Cents

Here was a direct bit of news that told the story in a nutshell. It was inviting and effective. Nothing to detract, the passerby was bound to stop and look in. The price was also an added advantage. Doubtless many sales were traceable directly to this display.

The F. E. Phelan Co., Ltd., uses its windows consistently and have found them an excellent medium in promoting sales. The store which is not using its windows to good purpose is surely losing a valuable help in securing increased turnover.

Do Your Window Displays Get Results?

If Not, the Hints and Criticisms in This Article May Indicate What's Wrong With Your Methods

YOUR show windows to have big sales possibilities must always be alive to the situation. They are really better than a clever talking salesperson, because when the sales-person talks to a prospective customer, what he says often goes in one ear and out the other.

But what a person sees she remembers, because the sensibility of the eye is by far stronger than that of the ear, says R. B. Twyman in the Variety Store Magazine. You should always put your best selling arguments into your windows. Bring out the strong features of the merchandise you are seeking to exploit and you will at once create a desire for it.

By combining an attractive window setting with good seasonable merchandise displayed to its best advantage, even to the extent of a practical demonstration in the window, you will be able to materially increase your business.

Plan ahead a special display for every week. This will enable you to have plenty of time for attention to the details of the display as well as your interior displays of the same merchandise that is featured in the windows. Working your interiors in conjunction with your displays in your windows is to be considered a very important feature, if you wish to benefit thereby.

Many a merchant is doing business to-day with his nose to the grindstone. Day in and day out it's the same old story, with no relief in sight from the steady, constant grind.

What is needed is new life and added "pep," and this may be had in the form of attractive window displays.

By "pep" I don't mean that your show window settings should be costly. No! What is meant is a "hypo" of life, enthusiasm. preparation, belief and confidence in your windows and the merchandise you wish to exploit.

When a merchant's windows do not add prestige to his establishment, or when they fail to bring in new customers or when they even stop attracting pedestrians, they are considered worthless. Your whole establishment feels the strain, because of the failure of its one weak link.

That's why it doesn't pay to concentrate on either quality merchandise, service or expensive features at the expense of your display windows.

Prestige in the community is the quality with which every merchant desires to endow his establishment.

An attractive window display says to the public: "Here is an establishment where only the most desirable merchandise is sold, and our service is far above the average, which makes it the place for you to make your purchases."

Display windows, when given the opportunity to so speak, form the basis of the prestige that your store enjoys in your city.

The idea back of better display windows can be best described as an outgrowth of the methods used by the pack-man of bygone days—the first recognized merchants. If they were not allowed entrance to the home where their wares could be opened and displayed their appeal was without result.

Consequently, the modern display windows come into their own because of their vital importance in the merchandising of your goods.

Thank goodness for the change that has come. Smart, magnetic, sales-producing display windows supplant most all of these antiquated shop windows. In fact, most everywhere merchants have found what produces business and are trimming their windows in the way that they deserve.

Now business is booming everywhere, in the cities and in the smaller towns, and the merchants are going to reap a harvest during this era of prosperity. Go in strong and get your share. Go in with a good strong weapon—an attractive window.

If you will follow the policy of having your displays above the average you will find that they will not only attract attention but will catch many a nimble dollar that would have otherwise scampered away.

GOODS IN THE WINDOW

Why do you place goods in the windows? To sell them. of course, says a writer in the Philadelphia "Public Ledger." Yet to see the attention and slipshod method used by some storekeepers this seems to be the last thought in mind.

Many times the merchandise is simply "tossed" in the windows in a disordered heap without any attempt to decorate, attract or compel attention and when people do not come into the store and ask for goods so displayed the merchant says: "Oh, I do not think window display helps me."

How can a man expect a jumbled assortment of goods to attract attention and sell and how in the world can one expect articles, shopworn and damaged, to cause people to buy? Many storekeepers make the fatal mistake of thinking by turning the damaged side from view, the article is good enough for display in windows. Others go by luck and still others feel that so long as the goods are in the window at all that is enough.

To compel attention, to attract buyers and to sell merchandise displayed, each article should be carefully selected, the goods should be bright, fresh and clean, and the display made with all the care possible to bestow. To think any sort of display will sell goods is a serious error and to depend on having people guess at the price is another error.

Many stores still cling to the idea as goods are shown, that they will sell and the price is a secondary matter. Many a time has the writer stood outside windows and heard people exclaim, "I like that shirt, but I don't know what it costs. To-morrow if I am in the vicinity I will drop in and ask the price," but to-morrow never comes and the buyer makes his purchase at a store whose owner has been careful to price the goods displayed.

Backgrounds, fittings and display fixtures all out of line with the goods is another error made by many storekeepers, and many a good article has lost its power to attract by being placed on a broken or rusty fixture. For example, a store in the central part of the city placed a display of auto grease in the window the other day. The same was arranged on a glass shelf and was subject to the direct rays of the sun. Before long the heat of the sun on the glass shelf melted the grease and it ran down and along the bottom of the window.

A careful observer can still note in some windows holiday cards of Christmas goods and signs wishing patrons a Happy New Year.

The goods in a window are the voice of the store, and the cards its eyes, and for that reason a passer is attracted or repelled by the display. This alone should make the merchant careful.

THE HABIT OF READING

In spite of our thousands of newspapers, our hundreds of magazines and our libraries, the habit of reading in this country is, unfortunately, less widespread than it ought to be. Perhaps newspapers are one of the causes (just by way of taking the blame off the two usual villains—the automobile and the movies).

But for some unknown reason, reading and the habit of book buying has had a great revival in the past few months. There was a time about a year ago when we were facing some very grim possibilities in the way of results of the war, when the book-buying public had heart for nothing but the war news, and in those days book sales dropped to an unprecedented figure.

At the present time nearly all publishers and booksellers are enjoying a remarkably fine strong season with the outlook for the best fall season they have known in years.

Books, it appears, have come back and come back strong.

Post Yourself on Printing

Stationers Should Have Good Knowledge on This Subject, Because They Are Sellers as Well as Users of Printed Matter

EVERY retailer buys printing and some retail stationers have their own printing plants, while many others take orders for printing. Then again nearly all stationers are booksellers as well. For these several reasons special interest for the trade attaches to a new book entitled, "Printing for Business," which has just been published. It is the work of Joseph Thorp, who is printing consultant with the great firm of W. H. Smith & Sons, operating chain stores in Great Britain. Mr. Thorp regarding his book says he wanted to write it because he found that the users of printing in general knew little or nothing about the processes involved, and that there was no book which provided the necessary information. He frankly admits that the chief justification for writing it lies in the fact that he does not know too much about it, and is, therefore, able to write from the non-technical standpoint, while at the same time he has had practical experience in every side of the craft. He has, therefore, tried to give the reader an elementary knowledge of printing, of the working arrangements of a printing office, of paper and type and engraving processes, which will enable more knowledge to be readily acquired. He rightly promises that the buyer of printing who possesses the knowledge here afforded will be better served by his printer than before, and that he hopes one result of his book will be that business men will get more business.

"For those of our readers who take orders for printing, but have no printing offices of their own," says the "Bookseller," England, "many of Mr. Thorp's suggestions will prove most valuable, and the clear way in which he sets out his information makes his book particularly helpful. For the private person who occasionally needs printing it will be equally welcome.

Taking Orders For Engraving

A Profitable Side-line for the Stationer—Some Hints on How to Display Samples.

BY keeping in touch with an engraving plant in the nearest large centre, the dealer in even the smallest town will have no difficulty in obtaining attractive samples of engraving, together with quotations which will enable him to help his customer plan the work he wishes to have done and tell him what it will cost him, says "Pull Together."

In this connection it might be well to call attention to the fact that engraving plants in the largest cities are ordinarily preferable to smaller plants located in the less progressive centres. Engraving, as a rule, is strictly a luxury, and the person who is having engraving done is permitting himself to cater to the subtle niceties of fashion or artistic taste. Therefore, to give one's customer every advantage which he rightfully should have, the dealer should have the assurance that his work is being done by people who are in a position to keep abreast of the new ideas in this connection, and the place for this is unquestionably the large city.

The dealer will also find that it will materially add to the prestige of his work if the name of a large city is connected with it, since shoppers in the smaller towns invariably look to the large city for authority in all details connected with fashion of social usage.



Suggestion for Window Card.

Once having procured samples, the most advantageous way of displaying them must be decided upon. Of course, if it is thought desirable to be provided with a very large assortment of samples, a good-sized portfolio may be used in which the various samples are mounted so as to show to advantage. Constant handling, however, soon mars the appearance of samples displayed in this way, and they do not come to the attention of the customer unless through a request or a volunteer demonstration on the part of the salesperson.

A more effective way, and one which will undoubtedly make many sales out of opportunities which might never come to the shop-keeper's attention, is to arrange a carefully selected assortment of samples showing the most commonly used types of engraving, spread out upon a sheet of blotting paper of such a tint as to present an attractive background for the samples. This display may be arranged on top of the show case under a large square of plate glass. This keeps the samples free from the dust and in a position that will invite the attention of the shopper.

At the first glance, the customer is apprised of the fact that you handle engraving orders and sees examples of the workmanship you can offer him. It takes up practically no room and is constantly on the job, fulfilling its mission of salesmanship. If desired, the assortment shown may be supplemented by samples mounted in a portfolio, which can be brought into use if necessary.

When the dealer has worked up a sufficient trade to feel justified in so doing, a small stamping press may be installed for a comparatively small amount, with which, after a very little practice, one of his clerks can undoubtedly handle all of the dye-stamping work that he will have. A good press of this sort may be bought second-hand for thirty or forty dollars, and in stores throughout the country there are any number of salesgirls who have, without difficulty, broken into the work of dye stamping and thus turned spare moments into good account.

This is only an outline of the opening possibilities. The future will be as good as the opportunities of the locality and the enterprise of the dealer himself present.

DO YOU KNOW BROWN?

"Brown has been in my employ for six months," writes a retailer. "He has always been willing to accept full wages He has never failed to be at the desk to receive his wages. He has invariably arrived at the store before lunch hour. He has never failed to sell goods to a customer who insisted upon having them and who stood nobly by his guns until the purchase was wrapped. He has never broken anything—not even a record. He is not destructive. He never Marathons through the store. He wears well—the only thing he has worn out while in our employ was the seat of his trousers."—"American Stationer."

British Stationers' Association

Some Extracts From Annual Report Revealing Benefits of Trade Organization and Serving to Forward the Movement for Organization of Canadian Stationers

THE council of the Stationers' Association of the United Kingdom, chosen at the annual meeting in June, subsequently elected these officers:

Percy Barringer (John Walker & Co., Ltd.), President of the Association; T. W. Thornton (Beckenham), Chairman of Council; Clifton Tollit (Tollit & Harvey), Deputy Chairman of Council; Sydney C. Simmons (J. Simmons & Co., Ltd.), Honorary Treasurer; W. B. Warren (Burge, Warren & Ridgley, Ltd.), Chairman of Membership Committee; F. P. Dorizzi (George Rowney & Co.), Chairman of Advisory Committee.

Fifty-one new members were passed for the membership roll.

The following extracts from the annual report of the president will be read with interest by Canadian stationers, more especially so, because of the movement rapidly gaining ground looking toward the formation of an association of stationers in this country:

The difficulties connected with various Government restrictions in our trade; with shop hours, shop lighting, wages, and the complex problems concerning reconstruction, have had unceasing and vigilant attention. The president has been in constant attendance and devoted much valuable time on committees of varying descriptions connected with these matters. It is naturally impossible to publish details of these conferences, as they are mostly of a confidential and intricate nature, but it will suffice to say that The Stationers' Association is recognized as the leading representative organization of the trade and that now the general body of stationers through the Kingdom has adequate and direct representation, which it is believed will result in lasting good to all sections.

Our president was appointed a member of the Interim Reconstruction Council, and has attended the meetings of that representative body, and has also been called in consultation by various committees of the London Chamber of Commerce. He has devoted an immense amount of time to the economic aspects of the trade and to furthering its prosperity and well being.

Much of the Council's attention has been given to working in conjunction with other trade organizations upon matters affecting our own and general industry, the importance and necessity of co-operative effort being now fully realized. Such work, while yielding no exclusive credit to this association, has been of direct value in harmonizing various sections for the betterment of the trade.

The mischievous effect of the proposed Luxury Tax was at once seen and strong action taken against it, in conjunction with other associations, with the result that the proposed tax was dropped.

The council gratefully acknowledge the splendid response to the appeal of our president in this matter. The grand sum of £6,600 was contributed by our members to the fund.

The campaign of the Decimal Association was heartily supported by the council, and the association's representatives attended the conference which was convened on this question. Lord Southwark's Decimal Coinage Bill, which was being considered by a Royal Commission, was also endorsed and supported by a special resolution.

Mischievous matter in the public press has not been overlooked and immediate correction has been made. The misleading statement as to stationers' profiteering which was complained of by members in all parts of the country was vigorously denounced in a letter by the president. Recently advertisements seriously affecting the fountain pen trade have been modified through the council's action.

Once again the Stationery trade occupied by far the largest section of the Board of Trade Exhibition at the London Docks. The attendance was very large and the fair as a whole was a great success, while for extent it was the biggest thing of its kind ever held in this country.

In conclusion, it is only fitting to record that the work of the president and council has been freely and generously acknowledged by the members generally, and that the good fellowship already created in trade circles and throughout the Association, has been augmented and consolidated in a markedly satisfactory manner. It remains for us, therefore, to continue our efforts, encouraged by the support and enthusiasm of our fellow traders.



A New Idea in Trays.

GIFT PARCHMENT TRAYS

A new idea in gift novelties has been introduced by the Buzza Co., of Minneapolis, in their line of gift parchment trays of hand illuminated engrossed parchment artistically framed and boxed. The series includes guest room and smokers' trays.

On one of the guest room trays the wording is as follows:

Guests there are who come to us
Out of memories' halls.
Other guests there are who come
When our fancy calls.
Our guest you are in memory,
In fancy often, too,
But best of all you are our guest
When we can talk to you.

The smoker's tray is an ideal man's gift. There are thirty-seven different designs in the line.

PROFITS ABSORBED

In connection with the increase of the rate of Canadian exchange in the U. S. to 4½ per cent. it is interesting to record the attitude of one Toronto wholesale firm who have written a number of U.S. houses, stating that they were compelled to cancel all orders that had been placed with them, unless these U. S. concerns were prepared to accept payment at par value in Toronto.

The reason given was that the high rate of exchange absorbed all profits, and, consequently, there was no alternative but to adopt this course.

MERCHANDISING METHODS

DOLLAR DAY

Ridgetown merchants have every reason to be satisfied with the result of their first experiment in holding a special "Dollar Day." The most sceptical among them have freely acknowledged that their pessimism as to the outcome was not justified. From early in the morning to late at night the streets and stores were scenes of activity and great rivalry developed in the course of the day in efforts to render service to customers on the part of the merchants and in the effort to secure their share of the good things offered, on the part of the customers. Throughout the day there ran an undercurrent of excitement caused by the business of searching for the "Mysterious Miss Dollar."

STAND BY TOWN PAPERS

Mr. E. Trowern, the Dominion Secretary of the Retail Merchants' Association, in speaking at Carleton Place the other evening said:—"It is the small town newspaper that is going to save this country," noting that the large city dailies were so tied up to the departmental stores and the big interests that only through the town newspapers could people look for fair treatment. "Get behind them," he said, "and don't be afraid to advertise. They depend on you almost wholly for their support."

TOY ADVERTISING

The G. W. Robinson Co., Hamilton, Ont., in advertising a "Special Sale of Summer Toys," began by featuring kindergarten sets at $6, consisting of round table and four strong chairs, finished in fumed oak, made in a nice useful size. Other paragraphs were as follows:

For the Little Girl

Sand Sets 25c to 59c.—Just what the children need for the beach. Sets comprise sand sieve, shovel and moulds.

Sand Mills 35c and 50c.—These toys are very popular with the children. By simply turning a handle one can raise and dump the sand.

Buy the Boy a Ball-Bearing Skudder Car $9.50

Any child can operate it from 10 to 12 miles an hour. Tilting board operates car by merely shifting weight from one foot to the other. Great outdoor fun for the kiddies. Makes stronger, happier children.

McDougall's Fair, Macnab Street, Hamilton, in a recent newspaper advertisement appealing for children's trade, featured a collapsible child's swing which the advertisement described as follows: Slatted seat and back rest made of hardwood and varnished in natural color. Hangers made of strong cotton rope. Affords the child utmost comfort and pleasure on the verandah; special price, $1.50.

MUSIC

Robertson's bookstore not only includes sheet music in stock but features this line in its newspaper advertising in prominent display space.

GOOD ADVERTISING

The Twentieth Bookstore, of Lethbridge, Alta., features as a suitable gift for the bride the autographic loose leaf receipt book, indexed under 22 titles, clean, washable inside and out. This makes an ideal gift for the bride. Indispensable in the kitchen.

WALL-PAPER ENVELOPES

During the war many strange coverings were used for letters, etc., in order to economize paper; but we had not hitherto seen an envelope made out of wall-paper! The one before us is evidently machine made, but being colored black and blue on a blue-tinted ground requires a white label for the address. What an opportunity for wall paper makers to advertise their latest patterns!—"Publishers' Circular."

PRICE CARD PSYCHOLOGY

To the merchant, the question of price presents many unusual angles and the sale of an article often depends on the price being high enough rather than low enough. Customers often enter a store and after they have been shown a bit of merchandise which apparently pleases them, they ask the price, and upon finding that it is surprisingly low, they seem to lose interest in the article in question, and request to be shown something a little more expensive.

It is not an exaggeration to say that a great number of people estimate many of the articles they buy by the price they are obliged to pay for them. Not long ago, the proprietor of a book and stationery store in a small town in New York State decided to have a sale of a number of miscellaneous books, including some of last year's best sellers and also a few collections of poems and short works by the standard authors.

This assortment was displayed in a conspicuous place at the front of the store, and display cards informed customers that any book might be had for thirty-five cents a copy. To the disappointment of the dealer, hardly a book was sold, and after a time he discontinued the sale. A little later on, purely by way of experiment, he put the same assortment in the same place, and announced a special sale at sixty-nine cents for any book. The response was immediate and the books went with almost lightning rapidity.

It is a question whether this one case is an absolute proof that a book sale of sixty-nine cents would always attract more attention than one where the price was just about one-half the amount, but it is an excellent illustration of what gratifying results are often obtained by experiment and demonstrates that there are often surprising possibilities in the most apparent impossibilities.—"Pull Together."

FUNCTION OF WINDOW DISPLAY

The function of your show window is to sell goods. The amount of goods sold by your window is in exact proportion to the number of people who stop in front of your window and look. Success or failure to make the public stop and look hangs on the skill with which you may flag their attention. To reach this fruition, to really boost sales, the trim of your show windows must be put upon a regular schedule—work should be planned far ahead and not at the last moment, and always the window itself should be trimmed so that the passing public may notice that you are now trimming it regularly and such trims should always be seasonable and timely.

Keep always in mind that your window does not, cannot, reach its maximum productivity unless its attention value is sustained. Your trims should take advantage of seasons and events. So treated they will not only sell goods, but will secure for your store the kindly feeling of the public, which is always interested in some way and degree in these events, and create comment. The public notices and watches such windows, wondering what you do next. Jones tells Smith, Smith tells Brown and Brown tells his friends and family.—"Toy and Fancy Goods Trader."

A new Peter B. Kyne novel, entitled "The Green Pea Pirates," is among the new books for the coming season.

A new novel by Louis Joseph Vance is "The Lone Wolf's Daughter."

"Sisters" is the title of a new novel by Kathleen Norris.

Develop Toy & Sporting Goods Trade

General Endorsement by Representative Retail Booksellers and Stationers of Plan to Push These Departments

OUT of a hundred forms sent out to representative booksellers and stationers in various sections of Canada, over half were returned with replies to the various questions, and it is significant that of these all but four or five approved BOOKSELLER & STATIONER'S plan of devoting more attention in its reading pages to toys and sporting goods. Of the latter, all but one do business in cities, and it must be remembered that it is far easier for a merchant to do a satisfactory business restricted to the book and stationery lines proper in cities than in towns, especially the smaller towns, and as one small-town bookseller points out, it is virtually a necessity for these merchants in smaller towns to supplement books and stationery by stocking other lines that fit in well with this business.

BOOKSELLER & STATIONER'S plan is, however, not to increase its attention to toys and sporting goods at the expense of books and stationery, but rather in addition to the editorial work; not only that, but to increase the attention to books and stationery and methods of merchandising these basic lines of the business of merchants served by this trade newspaper.

Following are some interesting facts gleaned from the many reports sent in on the questionnaire blanks:

Granby, Quebec.—Librairie Peltier decidedly approves the plan to develop the toy and sporting goods departments. General toy lines and sporting goods are sold the year round here, and Canadian goods are augmented by certain lines imported direct from U.S. makers.

Montreal, Quebec.—Chapman's bookstore sells no toys, sporting goods nor games, but, of course, includes toy books with the general stock of books. Mr. Chapman considers toys and fancy goods a field apart from the book and stationery business.

Moncton, N.B.—R. R. Colpitts & Son sell general toy lines, finding the larger constructional toys most profitable to handle. Year-round trade is helped by selling express wagons, velocipedes, and doll carriages in the spring and summer months. Baseball, football, tennis, croquet and golf goods provide good sportings goods trade, helped out by hammocks. They found trade increasing in these lines, and welcomed all suggestions from BOOKSELLER & STATIONER to help these departments along.

Truro, N.S.—G. O. Fulton, Ltd., finds trade growing rapidly in general toy lines and sporting goods, but in toys they have been cutting out the cheap toys in favor of the more expensive, strongly-made toys as being more profitable to handle. The sporting goods department here is augmented by selling hammocks, lawn swings and tents.

St. John, N.B.—E. G. Nelson & Co., one of the leading book and stationery retail concerns of the Maritime Provinces, sell no toys or dolls, but find games and toy books to be ready sellers. They are, nevertheless, favorable to the idea of BOOKSELLER & STATIONER paying more attention to toy and sporting goods lines.

Yarmouth, N.S.—R. H. Davis & Co., Ltd., are extensive dealers in toy lines, jobbing as well as retailing, but they do not sell sporting goods.

Prince Rupert, B.C.—McRae Bros. sell general toy lines, including children's wheel goods. They sell also general sporting goods lines, and some lines are imported direct from British and U. S. manufacturers.

Summerland, B.C.—The Summerland Drug Co.'s store is as much a book and stationery store, and also sells general toy lines, especially featuring wheel goods, while in sporting goods fishing tackle is sold most extensively. Mr. Hogg deprecated the fact that the Canadian toy manufacturers do not advertise their lines more extensively to the retail trade.

Neepawa, Manitoba.—J. L. McKay welcomes the idea of more aggressive development of the toy and sporting goods departments. The stock here includes general toy goods with constructional toys the most profitable to handle. A good trade is done in sporting goods lines as well.

Red Deer, Alta.—The Gaetz-Cornett Drug and Book Co., sell sporting goods, but in toys restrict their attention largely to builder toys and similar lines of the practical type. They would extend their toy stock but have not the space to do so.

Westlock, Alberta.—Lennox Tice finds toys and sporting goods good stock, complementing the book and stationery lines, featuring mechanical and build- featured. Although sold the year-round, by far the greatest volume is done in Christmas selling season.

Regina, Sask.—The Canada Drug & Book Co. sell toys and games, toy books and a general line of sporting goods, including children's wheel goods, sleds, and also hammocks. In toys the goods most in demand are constructional and educational toys.

Strasburg, Sask.—Irwin Groh in selling general toy lines finds a year-round demand for celluloid goods such as children's rattles, etc. Construction toys are especially good sellers here.

Duncan, B.C.—H. F. Prevost sells toy lines, featuring mechanical and milder toys, wheel goods, and finds the toy department one of the most profitable branches of the business. Sporting goods are sold extensively, especially fishing tackle, golf and tennis goods.

Calgary, Alta.—F. E. Osborne, one of this city's leading booksellers and stationers, sells general toy trade lines, including wheel goods, but no sporting goods are stocked.

Edmonton, Alta.—Diller Book Co. sell only book and stationery lines, including toy books, of course, but no games, toys or sporting goods.

Nelson, B.C.—The Canada Drug & Book Co. wrote as follows: "The magazine as a whole is 'dandy.'" They favor the development of the toy and sporting goods departments, and in this branch of their business they stock a general line of toys, including wheel goods and find sporting goods generally a good profitable branch of trade. They push both lines the year round.

Fort William, Ont.—J. Edgar Rutledge, while selling the smaller lines of toys, games, as well as hobby-horses, etc., avoid mechanical toys on account of causing too much trouble. He sells sporting goods, hammocks and lawn swings, and commended BOOKSELLER & STATIONER'S move to pay more attention to all these lines.

Fort William, Ont.—Hill & Co. sell toys, dolls, games, etc. Builder toys most satisfactory line. General sporting goods stock carried. No goods imported direct from Britain or U. S.

Woodstock, Ont.—M. E. Gamlin sells toys, dolls, games, toy books, etc., and in sporting goods sells baseball goods and fishing tackle quite extensively.

Ridgetown, Ont.—J. G. Little sells general toy trade lines, including the larger constructional toys, both wood and steel. Useful toys of a practical nature, and engines of all descriptions go well here, and these goods are sold the year round. Sporting goods is a most valuable side line with baseball, tennis, football goods much in evidence. Hammocks were also good sellers. Mr. Little favored more attention to sporting goods in the trade paper.

St. Mary's, Ont.—A. Willard, besides general toy lines, sporting goods, hammocks, etc., electrical goods are sold in this store. "In a small town of this size (4,000) you have to," said Mr. Willard.

Niagara Falls, Ont.—W. H. Buckley & Co. gave steam engines, constructors and friction toys as being the most profitable to handle. This firm, besides selling Canadian-made lines, imports other lines from both British and U.S. houses. With a general stock of sporting goods, such lines as express wagons, sleighs, doll carriages, hammocks, etc., are in-

cluded. They welcomed the proposal to pay more attention in the trade paper to these goods because they found that they fitted in so nicely with the book and stationery business.

Oshawa, Ont.—Henderson Bros. expressed themselves as particularly anxious to see more advertising in BOOKSELLER & STATIONER from toy and sporting goods manufacturers because of the great help this would be to retailers, and they were very much in favor of more extended attention to these lines in the reading matter pages of the trade paper. Unlike many other bookstores, they did not find constructional toys to be very great sellers. He found doll carriages for girls, trains on tracks for boys, were especially good sellers.

Brockville, Ont.—J. S. Copland supplement Canadian-made lines by others imported direct from British and U.S. houses. General toy lines are sold here with constructional toys a strong feature. In sporting goods, baseball, tennis and hockey goods were the best sellers, and more attention would be devoted to toys and sportings goods if enough space were available.

Pembroke, Ont.—The Grigg Book & Stationery Co. sell general toy lines and sporting goods, including children's wheel goods, sleds, etc In sporting goods their best success is with baseball and tennis goods.

Stratford, Ont.—Lightfoot's Bookstore includes stocks of smaller toy lines and sporting goods, with baseball items most in evidence. Mr. Lightfoot welcomes the plan to pay more attention, editorially, to these departments in BOOKSELLER & STATIONER.

Kitchener, Ont.—J. C. Jaimet & Co. find construction toys, electrical sets, electrical toys, wireless sets to be the most profitable items in their extensive range of toy goods. Mr. Jaimet buys Canadian-made goods most extensively, but finds it necessary to import certain lines direct from the U.S. In sporting goods the stock includes baseball, football, golf, tennis goods and lawn bowls. "More power to you" with the toy and sporting goods departments in BOOKSELLER & STATIONER, commented Mr. Jaimet.

Picton, Ont.—W. A. Wright sells very little in the way of goods not directly coming under the heading of books and stationery.

Sault Ste. Marie, Ont.—The Sault Stationers, Ltd., sell no toys or sporting goods, but within the book department they include a goodly stock of toy books.

Hamilton, Ont.—Walton's Bookstore, 151 East King street, carry games and toy books, but no other toys, nor do they sell sporting goods. They are of the opinion that the wholesale houses are too prone to encourage druggists to encroach on the legitimate field of the straight book and stationery trade.

Ottawa, Ont.—A. H. Jarvis, "The Bookstore," Bank Street, questioned the advisability of mixing up toys with books. Games and toys are largely sold here as part of the legitimate book and stationery business.

Windsor, Ont.—G. E. Copeland is against including toy and sporting goods with the book and stationery trade, to which his business is exclusively devoted.

Wingham, Ont.—H. H. Elliott restricts his attention to the book and stationery business.

Hamilton, Ont.—Cloke & Son feel that there is too great a tendency on the part of booksellers to add new lines to cover losses in books. They say "Make books pay their own way or cut them out."

Welland, Ont.—A. A. Perry & Co. had this to say: "When we discontinued toys, etc., and gave our space and time to better display of regular book and stationery stock, we increased our business."

Toronto, Ont.—W. R. Adams sells a general line of toys. Mr. Adams' comment was: "You have a fine paper, but devote part of it to 5c, 10c, 15c goods and higher priced novelties, and its appeal will be strengthened."

Sarnia, Ont.—Manley's Limited, consider their store too small, but where space is available they consider toys and sporting goods, good profitable side lines for book and stationery business. They do, however, sell games and toy books the year round.

Mount Forest, Ont.—Scales & Co., while favoring attention to toys, sporting goods, etc., did not think this should be done at the expense of less attention to the cardinal branches of the book and stationery business. In this store are sold general toy lines, including builder toys, mechanical and electrical toys and the larger wooden toys such as kiddie cars, etc.; with general sporting goods is included a stock of hammocks, express wagons and velocipedes.

What the Customer Thinks of the Store Service

Guelph Board of Trade Sets About Finding What is Needed to Improve the Service of the City's Stores—Citizens Asked for Suggestions, and Many Are Received

THE Guelph, Ont., Board of Trade, with the idea of getting some information that will be of use in bettering the service of the city's stores, and consequently of service in building up the city, recently sent out a circular to every home in the city, asking for a frank comment on the service rendered by the stores. The circular read as follows:

The Enquiry Sent Out

"The retail merchants of Guelph want to improve their store service. They want to make trading in Guelph the best within fifty miles. They want every buyer in Guelph always to be sure of unequalled store opportunities.

"They want their customers to suggest how this may be done.

"Please help the Guelph merchants to give you better service by filling out the lines below and returning to Retail Merchants' Division, Chamber of Commerce, 30 Douglas street, Guelph, Ont."

Here followed a blank for the receiver's comment.

The replies, while not always particularly novel in viewpoint, did present some suggestions that indicated that the customers of stores are aware of some of their shortcomings, and are alive to the possibility of improvement. Some of the suggestions for improvement were as follows:

Sundry Suggestions

"Have prices just and reasonable, combined with prompt service."

"Have clerk telephone or call customer for their order on stated days each week."

More "Pep" Needed

"Have clerk show 'pep' in attending to customers. This applies to 95 per cent. of all stores in Guelph."

"Grocers and confectioners ought to make war on the fly. (Woefully required in some stores.)"

"'Dress up' windows more frequently."

"Make a 'gift day' once a month. Give about a $10 article, to be drawn by number."

"Have a record of sales made daily, and give a bonus to the clerk making the largest monthly sales. (Try this out and get a surprise.)"

More Advertising Advised

"By exhibiting more enterprise in advertising and demonstrating their wares. Consider the working classes and keep prices on a level with other places."

"By a little faster movement on the part of the clerks."

"By a perfect willingness to show merchandise, whether you buy or not."

"To smile and say 'Good morning' or 'Good afternoon' to customers, as the case may be."

"Have uniform set of prices."

"In some instances prices are much too high in comparison with other cities."

"Why not try a Friday bargain day once in a while, and also have more competition. It's competition that will develop trade."

"Put on a sale once in a while. Advertise it well and you'll get a pleasant surprise."

Pin Seal Scarce

Fall Bags, Cases and Purses in High Grades Chiefly—Little Pin Seal to Be Had—Half-Inch Leather Belts in Vogue—White Patent Belts For Summer

INTEREST in leather bags and purses is centering more on the high grade type of merchandise than on novelties. Repeat orders are coming in still for the various styles of canteen bag, and there is a big variety of them. Scarlet leather is made up into various catchy shapes and there are some inverted pyramid styles finished with a tassel at the bottom.

One of the large Toronto buyers suggests that the oval canteens in suitable colors will be adaptable for theatre bags in the fall, but otherwise will be unimportant. The sizes, too, are numerous.

Some developments of the miser bag are shown in the shops, too. These are mostly in tan, grey and black suede, and in three sizes, retailing at $2.50 to $5; the two bag ends are caught together by a snap fastener, which, when opened, reveals a mirror. This place is much more convenient, of course, than when pocketed inside.

There are some small miser bags of blue and red sateen for children, so that they, too, may have "the latest" in purses. These sell at $1.

Notwithstanding the popularity of the novelties of the season, flat styles, that is the Avenue bags, are the goods that bring the volume of business.

There is steady sale recorded by the stores in French hand-beaded bags for fashionable people. These retail as high as $20.

No Cheap Goods This Year

Patent leather is the cheapest leather on the market and therefore continues to be featured for quantity business. It will, no doubt, maintain its place for fall. There is almost no pin seal on the market, and while the trend of demand for fall is towards high-class goods the scarcity is such that one large firm is considering giving up leather bags entirely until the supply eases up. Labor is so high, too, that "cheap" bags are a poor prospect. In whatever is shown, quality is pretty much a feature, prices as high as last year and tending firmly upwards. "The trade might just as well forget all about cheap bags for the present," said one manufacturer, the bulk of whose business is with the Western Provinces.

In travelling cases there are some interesting ideas offered. Each season sees them more completely fitted out and more conveniently and compactly shaped. Linings in higher-priced lines are for the most part in plain colors, or brocades. One firm is using a shot silk poplin, which is very effective, especially with the soft, velvet-finished calf leathers which show changing lights.

Silk bags with dull silver and shell handles are also featured for fall. One dainty little English bag is of pearl grey faille, lined with gold. There are pretty-looking puffed moire bags for matrons, and slim willowy ones for the younger set; roomy, wide-mouthed ones for small parcels or knitting; these have metal or leather-covered frames.

Narrow Belts Selling

Patent leather belts are in good demand. Just at present white ones have come noticeably to the fore. These belts are asked for in 1½ to 3 inch widths. Extremely narrow leather belts, too, are fashionable. They are not more than ¾ of an inch wide, some only ½ an inch. Satin gowns, taffeta dresses, dainty smocks, loose coats, sweater coats, jersey dresses, all provide suitable habitation for this new style item. Fall fashions call very distinctly for these narrow leather belts. New York is showing them with touches of color, and in a big range of designs, small as one would think could be the scope for patterns or novelty touches on a half-inch or one-inch strip of leather.

A NOVELTY IN HANDBAGS

A novelty in the way of handbags has recently been put upon the market by John Elton and Co., Ltd., 9 Mincing Lane, London, E.C.3. This is termed the "Doribag," and is a patented article. It really comprises three bags in one. The "Doribag" combines a Dorothy, hand, and shopping bag, and by a simple manipulation, either of the three designs can be obtained.

BEADED BAGS

Some gorgeous colorings and designs are shown in the new beaded bags just arriving from Paris. They are in many shapes and show originality in frames, handles, etc. One number which has a lovely floral design is rendered very effective by the lower outline of the bag, following the edge of the petals and foliage. Another is oblong and deep in accord with the conventional design, which is chiefly in deep blue and yellow shades.



FALL LEATHER GOODS.

The upper of the two bags at the left is a new design made without seams. The leather is very soft and folds in neatly to the dull silver frame. The lining is of figured satin. The lower bag, made of black moire, has two demure puffs; at the bottom is a circular stiffened piece which keeps the bag nicely rounded. The frame has an interesting Dutch design.

The purse at the right is a soft, velvety grey calf one in smart outlines, with no less than ten compartments inside. It is lined with shot silk poplin. The travelling case below is of soft black morocco in the new flat style, which is popular, the lower wing folding up to the sides and secured with snap fasteners. The lining is sky blue striped moire.

JAPS AND TOY TRADE

While in the Province of Ontario American-made toys are preferred to those of European or Asiatic manufacture. U. S. Consul Felix S. S. Johnson, who is stationed at Kingston, reports that no department of Oriental industry has made such progress in developing a Canadian market as has the Japanese toy trade. In citing this fact he quotes at length from a Japanese magazine, which endeavors to show how the war has transferred the toy market of the world from Europe to the Far East, or more particularly from Germany to Japan.

After outlining the kinds of Japanese toys that were exported four years ago, and showing the increase in value of these exports in 1918 over those of 1917 to be about $800,000, the quoted article says in part:

"One might have supposed that owing to the cheapness of labor in Japan, it long ago would have become the largest source of supply for the toy trade; but until the shutting off of the German supply the toymakers of Nippon never attempted seriously to enter the foreign markets. Present increase in exportation is due wholly to efforts of Government authorities to find markets for Japanese toys in foreign markets.

"Officials in the Department of Foreign Trade saw the great possibilities that lay in the toy business, and stimulated the manufacturers in every possible manner. They supplied samples from all parts of the toymaking world, most of which have been successfully imitated.

SOLDIER-MADE TOYS

Toys made by Canadian war veterans are increasing in number and also in variety and quality. Almy's, the big Montreal department store, have recently been advertising a stout toy train made by returned soldiers, and characterized as "the strongest knockabout toy we have ever inspected. All the wheels are bolted; in fact, the construction is so solid that it will stand the roughest usage."

The Glido-Plane is another new toy made by returned soldiers, being constructed somewhat on the kiddie car plan, but having wings in front that revolve with every breeze. Gaily painted, it is a most attractive toy.

NEW KIDDIE CAR

The Kiddie Kar is now available in a new model with automobile steering gear and pedals, designed to strengthen its appeal for the small "sport."

John L. Coles, of Merritt, B.C., is a bookseller who conducts a successful wallpaper department and who believes in advertising it, as indicated by liberal space used in the Merritt "Herald." Ingrain burlaps are also featured in his advertising.

Western Firm's Live Methods

Phonographs and Records

THE accompanying illustration shows a corner in a book and stationery store in the town of Gull Lake, Sask., which makes a specialty of handling phonographs and phonograph records with marked success. It is operated by Morrison, Nightingale and Teetzel. Observe the sign pointing to "Our Music Demonstration Parlor." Here is a brand new feature in a store of this kind, a quiet, secluded room where a phonograph may be demonstrated without the distracting influences which are presented in the store proper. Incidentally other customers are not disturbed, nor their attention taken away from the business of making purchases.

To this music parlor come those who wish to purchase new records. These are displayed in an open rack on the wall, and customers may try them out on the machine and make a selection. In another rack is a stock of records that may be exchanged for ten cents each. The firm is selling many machines and many records. Incidentally considerable trade is brought to the book and stationery counters.



A corner in the store of Morrison, Nightingale & Teetzel, Gull Lake, Sask.

TIMELY ADVERTISING

Brown's Bookstore, of Collingwood, carried some good newspaper advertising early in July, featuring flags, fancy lanterns, picnic sets and sporting goods. Brown's are believers in newspaper publicity. Their advertisements are always timely and they set an example that might well be followed by many other booksellers and stationers who are not sufficiently alive to the efficacy of printers' ink as a means of drumming up trade.

Following are a few suggestions for publicity as suggested to retailers by one of the manufacturers of paper specialties. These may be utilized as window cards or introduced into newspaper advertisements constituting good, timely publicity. Not only in August, but late into the Fall people will be going away on camping trips, yachting cruises, automobile tours, and picnic parties.

Such merchandise as will appeal to this great group of outdoor enthusiasts should be assembled in your window for a few weeks at least and there is no better time for the display than at the height of the season.

White Paper Napkins
Always Clean
For Parties, Picnics and Camping
No Laundry—Use Once and Throw Away

Paper Towels
Take a Box with You on Your Motor Trip
Soft—Safe—Sanitary
One Dries Both Hands

Lunch Sets
Complete Set for Picnics or Parties
Table Cover, Napkins, Doilies and Plates
Very Convenient—Inexpensive

Baggage Tags
Don't Lose You Trunk, Time or Temper
Tag With a Dennison Tag

Crepe Paper Table Covers
For Picnic or Any Outdoor Function
Save Linen and Laundry

Paper Plates
No Dishes to Wash!
Dennison's Plates Will Save Your Time at Camp
Throw Away With the Crumbs

ACID-PROOF INK

A new company in Toronto is the Acid Proof Ink Co., who are introducing their acid proof ink, which cannot be eradicated as can other inks by the use of acid eradicators. Further merits which the makers claim for this ink are that it is absolutely waterproof, frost proof, will not rust, does not clog fountain pens, retains its color, affords an absolute protection against cheque-raising, and despite all these qualities of permanency on paper, it washes freely from the hands or from fabrics of all kinds as well as carpets.



Books

JOHN FOX, JR., DEAD

John Fox, Jr., noted author, died of pneumonia at Norton, Va., on July 8. The funeral was held at his late home, Big Stone Gap, Va. He was 56 years old.

John Fox, Jr., was one of the most widely read novelists of the present day, his books having won great popularity on both sides of the Atlantic. He was born in Bonsbon County, Kentucky, in 1863, and received his preparatory education at Transylvania University, in his native state. He then proceeded to Harvard University, where he graduated as a Bachelor of Arts, in 1883. After that he followed the course of the Columbia Law School.

His first book, "A Mountain Europe," was published in 1894. This is followed by "A Cumberland Vendetta," in 1895; "Hell-for-Sairtain," 1896; "The Kentuckians," in 1897; "Crittenden," in 1900; "Bluegrass and Rhododendron," in 1901; "The Little Shepherd of Kingdom Come," —his best known book—in 1903; "Christmas Eve in Lonesome," in 1904; "Following the Sun Flag," in 1905; "Knight of the Cumberland," in 1906; "Trail of the Lonesome Pine," in 1908; and "The Heart of the Hills," in 1913.

I-WONDER-WHY STORIES

Written for children, a collection of stories published under the title of "I-Wonder-Why Stories," by Rev. George Adam, of Montreal, are of such interest as to appeal strongly to adults as well. Events of the Great War feature most of the stories, but their greatest merit is their character-building influence to establish ideals of right living.

DEVOTIONAL BOOKS

S. D. Gordon, author of the famous "Quiet Talks" series, is engaged to speak daily during August in a Boardwalk Theatre, Atlantic City, New Jersey. His new book, announced some little while ago, but unavoidably delayed, is now ready. It is entitled "Quiet Talks on the Deeper Meaning of the War," viewed in its special relation to Our Lord's Return. Mr. Gordon's large constituency will welcome this, his latest book, which together with Chaplain Tiplady's latest volume, "Social Christianity in the New Era," is being published simultaneously in Great Britain and America.

NOVEL BY W. H. MOORE

Polly Massen is the name of a novel by William H. Moore, author of "The Clash." This is his first novel. It is to appear this month. Advance information about it is to the effect that it will be iteresting not only as a rattling good tale, but especially on account of the big issues at present to the fore in Canada, which the novel takes up. An indication of the big expectations of the publishers is their announcement that the first edition will be one of 10,000 copies. The tenor of the book is in favor of tariff reduction, against prohibition, against the principle of collective bargaining by organized labor with employers, and is strongly pro-Canadian. This is sufficient to indicate that this book is going to rub a lot of people the wrong way, while strongly appealing to as many others. Being so closely identified with big political questions of Canada it would be a good plan for booksellers to adopt the policy of booking sales, urging people to place their orders in advance, so as to be sure of getting the book directly upon the appearance of the first edition.

MISS DELL'S NEW NOVEL

"The Lamp in the Desert" is the title of Ethel M. Dell's new novel, which is just due for publication in England. It is a novel of India.

REVIEWS BRITAIN'S RECORD

In "Fields of Victory," Mrs. Humphry Ward's new book, she surveys the British armies in the field and gives an inspiring picture of British achievement from personal contact with leading figures in the great drama of 1914-1918.

HAWKER'S BOOK

For early publication is announced "Out Atlantic Flight," by H. C. Hawker and Lt.-Commander McKenzie Grieve, R.N., a book which will give a full account of their Atlantic experiences. Dealing with all the difficulties of this tremendous flight, and also the whole question of long-distance flight, it will of compelling interest, but it will be in no sense technical, and will be easily understood by everyone.

"A woman who flanks with doubts the man she marries, and limits him with the tyranny of her affections, can do more toward depriving him of his freedom than an invading army.—"Sunup to Sundown" by Corra Harris and Faith Harris Leech.

BEST SELLING BOOKS IN CANADA

Fiction.

1.	Sky Pilot in No Man's Land. Connor	107
2.	Dangerous Days. Rinehart	72
3.	Dawn. Porter	55
4.	Midas & Son. McKenna	37
5.	Undying Fire. Wel's	31
6.	Christopher and Columbus. "Elizabeth"	29

Non-Fiction

1.	In Flanders Fields. McCrae	45
2.	Politics and the C.A.M.C. Bruce	43
3.	The Birthright. Hawkes	32
4.	The Years Between. Kipling	25
5.	Industry and Humanity. King	25
6.	Sir Wilfrid Laurier. McArthur	19

THROTTLED

The story of the throttling of German bomb plotters in the U.S. is told in Inspector Thomas J. Tunney's book "Throttled," just published by Small Maynard & Co., Boston. The author has been one of the three or four principal figures in the detection and rounding up of the many German plotters who outraged peace and neutrality in the U.S. from August, 1914, and who continued their efforts against life and property after April, 1917. Among the crimes in which Inspector Tunney and his bomb squad were the investigators and in which they successfully brought to justice the German agents were the anarchist plot to blow up St. Patrick's Cathedral, the Hindoo plots, Robert Fay's ship bomb plots, the blowing up of the Senate wing, and the assault on J. P. Morgan. All these true detective stories and many others are told here by a man who has had thirty years' experience as a detective and knows crime and criminals.

BEHIND RED CURTAINS

Mansfield Scott's new detective novel, "Behind Red Curtains," just issued by Small Maynard & Co., Boston. Can a man under hypnotic influence commit a crime? If one goes through every step in a murder and awakes to find himself in bed—and the next morning finds marks of the crime on his hands, was he the murderer or not? These were the questions which bothered the members of the Copeland party, but not Inspector Steele. He knew! Not only does "Behind Red Curtains" introduce a new character to fiction, but it marks the first effort of an author with the ability to write an absorbing, suspense-creating tale.

CURSED

George Allen England's new novel "Cursed," which has just come from Small Maynard & Co., Boston, is a book which enlarges on the profound belief that exists among more primitive and unenlightened people in the efficacy of the curse.

On this belief George Allan England has based this new story. "If you will board with him the staunch clipper ship Silver Fleece, at Batu Kawan, on the Motomolo Strait, where old Dengan Jouga, the Malayan witch-woman, laid the curse on Captain Alpheus Briggs, and sail the voyage out with that huge, black-bearded red-blooded bucko, you'll live a tale throbbing with life, mystery, vitality," is a good way to introduce this book to a prospective customer.

EXPLAINING THE BRITISHER

Frederic William Wile, who was for ten years preceding the war the Berlin correspondent of the New York Times, has returned to this country to spend the summer on the Chautauqua platform, devoting himself to the task of "Explaining the Britishers" which he has already begun in a book of that title. Since 1914 he has been a member of Lord Northcliffe's editorial staff, and contributed to the London Daily Mail a regular feature entitled "Germany Day by Day."

SHORT HISTORY OF THE WAR

From H. F. W. Deane & Sons, of London, comes a Short History of the Great World War, by F. Maynard Bridge. This new short history of the Great War does not profess to be anything more than a mere compilation from the despatches of the commanders and from the ordinary accounts usually available. It provides, however, a clear and continuous record, and, as the writer hopes, it may well be found useful either as a class book or to help teachers in their own teaching. The author is a master at St. George's School, Windsor, and may be congratulated on the success with which he has accomplished this task. Mr. H. J. Ford contributes a characteristic allegorical frontispiece.

A NEW MAGAZINE

Hutchinson's Story Magazine, a new periodical, provides an excellent budget of sensational and romantic fiction in its initial issue. Sir Rider Haggard commences a new characteristic story, Rudyard Kipling contributes a new poem specially written for the number, and among the popular writers whose help has been enlisted are such well-known favorites as Gertrude Page, the Baroness Orczy, H. de Vere Stacpoole, Mabel Barnes Grundy, Berta Ruck, Charles Garvice. The illustrations are numerous and well selected, and this new magazine commences with excellent hopes for permanent success. BOOKSELLER & STATIONER acknowledges receipt of No. 1 of this new magazine, kindly forwarded by Gordon & Gotch, of Toronto.

THE PEOPLE'S BOOKS

When first issued before the war, "The People's Books" proved very successful, but paper shortage and other difficulties prevented the publishers from issuing many of the volumes which had been arranged. As these conditions are improving they have been able to publish the six volumes which have now been issued: "Christianity and Christian Science," by M. Carta Sturge; "A History of Greece," by E. Fearnside, M.A.; "Industrial Chemistry," by Clarke Ranken, D.Sc.; "Charles Dickens," by Sidney Dark; "Emanuel Swedenborg," by L. B. de Beaumont, D.Sc.; "Vegetable Gardening," by J. S. Chisholm. Each volume runs to about 120 pages, and in each case the writer has made the best use of the limited space allowed for the important subject with which the book has to deal.

NEW AND FORTHCOMING

A new book entitled "The Steeple Chaser," by Nat Gould, is to appear shortly.

There has just appeared in England a new volume of poems by John Oxenham, entitled "All Clear." It is uniform with "Bees in Amber," and the other books of this well-known author's poems.

From the Norman W. Hensley Co., of New York, comes "Location of Starting and Lighting System Faults," which is the most complete chart yet devised, showing all parts of the modern automobile starting, lighting and ignition systems, giving instructions for systematic location of all faults in wiring, lamps, motor or generator, switches and all other units. Invaluable to motorists, chauffeurs and repairmen. Its size is 24 x 38 inches. The chart is published at 50c.

Sidney McCall, author of "Truth Daxter," will be represented in early autumn fiction with "Christopher Laird."

Olaf Baker has written "Shasta of the Wolves," a novel which is to be issued in September.

George Weston, who wrote, "Oh, Mary, be Careful," has chosen another unique title, "You Never Saw Such a Girl," for his new novel in characteristic vein, which is shortly to appear.

"Little Miss-by-the-Day" is the name of Lucile Van Styke's book, which is to be brought out next month.

Brand Whitlock's "Belgium" has gone into five editions in the United States and it is having a good run in Canada as well. Increased demand for it is anticipated for the fall season.

"Our Greatest Battle," by Frederick Palmer, the American war correspondent, is to appear shortly.

A NEW CLIP

A handy new article recently placed on the market is that known as the Paragon Clip. This little clip is mounted on well-finished wood, with an eyelet at the top for hanging purposes.

The slip is brass, nickel plated and cannot rust. The spring is an unusually sturdy one for a smaller sized clip and is easily operated. The pin renders articles and papers on the clip almost impossible to lose. The clip is manufactured by Frank A. Weeks Mfg. Company.

LE QUEUX

A new novel by William Le Queux, just out in England, is "The King's Incognito," said to rank with the best work he has yet done.

THE MAN WHO DISCOVERED HIMSELF

Willis George Emerson's new novel, "The Man Who Discovered Himself," (Forbes, Chicago) is a vigorous, human interest story that any man or woman would enjoy. The love romance and the progress of the hero from poverty and ill-health to the heights of success, hold the rapt attention of the reader as the story climbs from episode to episode to a climax of intense dramatic power. The reader's interest is held not alone by the strange events in the hero's life but also by the charming love story that threads through the book from beginning to end. It is woven with deft skill, full of happy surprises for the lovers themselves and for the reader as well.

ON THE WATER WAGON

"On Uncle Sam's Water Wagon," by Helen Watkeys Moore, is a book of five hundred recipes for drinks which can be made in the home. It shows how to make at home practically any drink or mixture which you might buy at soda fountains. The scope of the book is indicated by the following table of contents: Fruit punches, sundaes, lemon and lime, orange and pineapple, strawberry and raspberry, grape juice, egg drinks, ginger and ginger ale, milk and malted milk, tea, coffee, cocoa, chocolate, invalid drinks, ice cream and phosphate drinks.

SONIA MARRIED

A sequel to "Sonia," by Stephen McKenna is in train for early publication. Its title will be "Sonia Married."

ENGLAND AND AMERICA

Hugh Walpole takes "Christopher and Columbus," the recently published novel by "Elizabeth" as the subject of one of his recent London Letters to the New York Evening Sun. In it he thus comments on Mr. Twist, the protector of the seventeen-year-old twin heroines, and incidentally on what the British see, or rather don't see, in America,

" . . . one of the finest gentlemen in modern fiction and the most admirable tribute to the American nation in any book ever written by an English man or woman. I have always wondered why it was that even the cleverest English writers seemed to observe only three things when they visited America, namely, gigantic buildings, Pullman cars and spittoons. There must be other things worthy of notice in America. There is, I know, from 'The American Scene' of Henry James, and 'Ethan Frome' of Mrs. Wharton, the stories of James Lane Allen, to give only a few sources, a marvellous and many-colored beauty."

BY CANADIAN AUTHORS

Among the novels by Canadian authors announced for the autumn publishing season are, "Bulldog Carney," a Western tale by W. A. Fraser; "Mist of the Morning," by Isabelle Ecclestone Mackay; "The Touch of Abner," by H. A. Cody; "Joan at Halfway," hailed as a Canadian Pollyanna, by Grace McLeod Rogers; "The Girl of O.K. Valley," by Robert Watson, and a volume of "Sketches and Reminiscences," by Rev. John Pringle, D.D., Moderator of the Presbyterian General Assembly. This book is most enthusiastically spoken of by the publishers, and they believe its reception will be such as to make it the forerunner of other books by the same author, and have the effect of putting him in the Ralph Connor class in popularity with Canadian readers.

Marshall Saunders, author of "Beautiful Joe," has written a new book entitled "The Golden Dicky," which is to appear very shortly.

This month, L. M. Montgomery's new novel, "Rainbow Valley," is to appear, and big things are expected of it.

It is interesting to record that ten titles of Ralph Connor's books are now available in popular reprint editions, as also four of H. A. Cody's novels and Miss Montgomery's "Anne's House of Dreams."

GIFT VOLUMES

"Mr. Punch's History of the War," for which Charles Graves is responsible, is a pretentious illustrated volume to be ready in the autumn. A $3.50 book of handsome binding and beautiful illustrations, which should prove a popular gift volume for Christmas trade.

A fine large volume with numerous colored illustrations is to be brought out in the autumn under the title of "My Book of Stories From the Poets," to be published in a $2.50 edition.

An interesting announcement is a volume of the collected poems of Ella Wheeler Wilcox, to appear in cloth at $2.50, and also in leather bound editions.

"Mountain Paths," by Maurice Maeterlinck, is to be published in the autumn.

"Through the Sunlit Years," is a new Ralph Waldo Trine book, announced for autumn publication.

Two new books by Henri Faber to appear in the coming season are, "The Glowworm and Other Beetles," and "Field, Forest and Stream." There will also be an illustrated edition of "The Life of the Spider."

Joyce Kilmer, who is known in the trade as "The Catholic Poet," is gaining in popularity in Canada. His complete works in two volumes are to appear in the autumn.

NEW BURGESS BOOKS

A new series of books by Thornton W. Burgess is being started, the first two titles being "Happy Jack" and "Mrs. Peter Rabbit." There is also to be a Burgess "Bird Book" with 48 full page illustrations. This will be a $2.50 book, suitable for Christmas gift trade.

Charles Kingsley's "The Water Babies," in a $1.25 edition, with illustrations in color by Jessie Wilcox Smith, is to be brought out for the coming season.

"The Boy Scout's Book of Stories," edited by F. K. Matthews, is an interesting announcement, and will prove a most suitable gift book for boys, especially Boy Scouts.

"When Beatty Kept the Seas," by Capt. Shaw, and "With Haig on the Somme," by D. H. Parry, are two new titles in Cassell's Empire Library.

"Air King's Treasure," by Claude Grahame-White and Harry Harper, is another interesting announcement.

A new volume just ready in Altemus' Dave Darrin series is, "Dave Darrin on Mediterranean Service," by H. Irving Hancock. It is a stirring tale for boys, dealing with exploits in the U. S. naval service. "Uncle Sam's Boys Smash the Germans" is another new juvenile by the same author, being the eighth volume in his Boys of the Army series.

Importation of French Books

Report of the Special Representative of the Associated French Book Publishers

ALTHOUGH the following translation of Marguerite Clement's report to the Associated French book publishers, reprinted from "Publisher's Weekly," deals with the U. S. trade, it is of perhaps equal interest to the Canadian book trade:

The Societe d'Exportation des Editions Francaises has recently published the report of its representative, Marguerite Clement, on the sale of the French book in the United States. While the report was prepared for the French publisher and dealer, it is not without interest for the American trade.

Mlle. Clement spent seven months here in the Winter and Spring of 1917-18 studying the market and the possibilities of expanding it, during which time she visited book stores, public libraries, public schools and colleges. She sums up the result of her investigations under the headings: demand, publicity, sale and supply.

The demand for the French book in America comes, she says, from the general public, the public library, the university, and the secondary, normal, private and technical school. There is a great demand for French books from the wealthy and cultivated, who before the war visited France yearly, and now buy liberally the current books. There is also a considerable demand, which could easily be increased, from the graduates of women's colleges. Well-illustrated children's books, Mlle. Clement believes, are especially successful in America, provided care is taken in their selection. She thinks there is a future also for the child's book containing gramophone records of French tales and songs.

She believes that on the whole the public libraries will prove the heaviest buyers of French books, particularly of popular technical books, books on France, a few classics and works of modern literature. The demand, however, needs to be stimulated, in many cases created, by methods which she discusses in detail under publicity. She emphasizes here the need of good standard catalogues for the buyers, the preparation of special catalogues of the French books in the library for the use of patrons.

The universities and colleges use a considerable number of text-books published abroad, such as the Hachette editions of the classics, etc. For their libraries they buy little except for the French department, usually kept well stocked.

Tennis Racquet Selling Points

Good Suggestions From Montreal Stores—One Store's Big Success in Special Drives on $3 and $4 Racquets

IN connection with the possibilities of trade in sporting goods some striking facts were gleaned in recent investigations made in Montreal stores, showing sporting goods as a whole to be a most profitable line, big in volume of trade and most satisfactory as to margin of profits.

In one store the manager told of his success in selling tennis goods. They specialized in one well-known brand of tennis racquets and sold them in a big range, up to racquets selling at $18 each.

They were able to guarantee these goods to customers because these makers always put out racquets that were up to standard. The gut used in their racquets was superior in quality. Of one special type of racquet, this firm, a departmental store, had sold over 1,000 in one week at $4 each, and at the time the BOOKSELLER AND STATIONER representative was there another sale had just been started, with still another special racquet retailing at $3 each.

At another store, the manager told of his great success in selling a most satisfactory made-in-Canada line of tennis racquets. A championship of major importance had recently been won by a player using one of these racquets, and this was already showing good results in increased sales of these racquets.

MISS MACLEOD'S BOOKS

Much interest is evinced in intellectual circles by the announcement of the simultaneous publication of "Seances With Carlyle," a book of essays, and "My Rose and Other Poems," by Miss Euphemia Macleod, M.A., of McGill University, author of "A Popular Exposition of Evolution." With regard to the essays, the publishers claim for Miss Macleod the same vigorous energy and sharp satire which were characteristic of the great essayist, and that there are paragraphs so brilliant in the book that the master himself might really have written them.

Some of the poems included in "My Rose" have appeared in various publications, some are published for the first time. Many were written on behalf of dumb animals, and to quote the publishers, "It must be a source of rejoicing indeed, that these defenceless ones have found such a voice to plead for them."

The authentic lyric gift is manifest in these poems. Miss Macleod's wide range makes selection difficult, but the following lines bespeak her artistry:



ARCHIBALD MARSHALL.

Evening

The setting sun is glowing through the trees
And running harmonies of liquid green
About their bending boughs; his mellow touch
Turns yonder beech to trembling russet gold;
Like Horeb's holy bush it stands, aflame
Yet unconsumed, and from its depths a voice
Commands the Soul to tread barefoot the ways.

TROLLOPE'S SUCCESSOR

Archibald Marshall is an English author who is rapidly coming to the fore, and he is hailed as "the re-incarnation of Anthony Trollope." Like Trollope, he depicts the life of the English countryside and cathedral towns.

Notable among his books are "The Squire's Daughter," "The Honor of the Clintons," "The Old Order Changeth," "The Eldest Son," "Exton Manor," "The Greatest of These," "The House of Merrilees," "Watermeads," "Upsidonia," and "Abington Abbey."

Monthly Record of New Books

Published by Firms Established in Canada

THE COPP-CLARK CO., LIMITED

Fiction

Small Things, Margaret Deland, cloth, $1.35; The Web, Emerson Hough, cloth, $2.00; The Safety Curtain, Ethel M. Dell, cloth, 75c; Across the Stream, E. F. Benson, cloth, $1.50.

Non-Fiction

Another Sheaf, John Galsworthy, cloth, $1.50.

Juvenile

The Magic of Oz, Frank L. Baum, cloth, $1.50; Babs at Birchwood, Alice Ross Colver, cloth, $1.50.

J. M. DENT & SON, LTD.

Fiction

La Bodega (The Fruit of the Vine), Vincente Blasco Ibanez, cloth, $1.90; The Man With the Black Cord, Augusta Grover, cloth, $1.50; Sea King of Barnegat, Russell D. Smith, cloth, $1.75.

Non-Fiction

Practical Rabbit-Keeping, E. J. Farrington, cloth, $1.25; The Birthright, Arthur Hawkes, cloth, $3.00; Stories of the Ships, Lewis R. Freeman, cloth, $1.75; The Story of Versailles, F. L. Payne, cloth, $1.50.

S. B. GUNDY

Fiction

The Hidden Valley, Muriel Hine, cloth, $1.75 net; Far-Away Stories, William J. Locke, cloth, $1.50 net; The Shrieking Pit, Arthur J. Rees, cloth, $1.50 net; The Green Pea Pirates, Peter B. Kyne, cloth, $1.50 net; Sisters, Kathleen Norris, cloth, $1.50 net; Red and Black, Grace S. Richmond, cloth, $1.50 net; Ramsey Milholland, Booth Tarkington, cloth, $1.50 net; The Lone Wolf's Daughter, Louis Joseph Vance, cloth, $1.60 net.

Non-Fiction

The Men Who Make Our Novels, George Gordon, cloth, $1.60 net; The White Riders, J. E. G. De Montmorency, cloth, $1.25 net.

Juvenile

Holiday Plays for Home, School and Settlement, Virginia Olcott, cloth, $1.25 net; Tuck-Me-In Stories, Enos B. Comstock, cloth, $1.25 net; Tuck-Me-In Rhymes, Enos B. Comstock, cloth, $1.25 net; For the Story Teller, Carolyn Sherwin Bailey, cloth, $1.50 net; Stories of Great Adventure, Carolyn Sherwin Bailey, cloth, $1.25 net; The Children in the Wood Stories, Jeanette Marks, cloth, $1.25 net; The Adventures of Twinkly Eyes, Allen Chaffee, cloth, $1.00 net; Stories and Rhymes for a Child, Carolyn Sherwin Bailey, cloth, $1.00 net; The Mermaid's Message (And Other Stories), cloth, 75c net; Stories of Wakeland and Dreamland, Anne Elizabeth Allen, cloth, 75c net; Everyday Stories, Carolyn Sherwin Bailey, cloth, 75c net; Hero Stories, Carolyn Sherwin Bailey, cloth, 75c net; Folk Stories and Fables, Carolyn Sherwin Bailey, cloth, 75c net.

THE MACMILLAN CO.

Fiction

The Gay-Dombeys, Sir Harry Johnston, cloth, $1.75; The Undying Fire, H. G. Wells, cloth, $1.50.

Non-Fiction

The Iron Hunter, C. S. Osborn, cloth, $2.10; The Consuming Fire, Harris Kirk, cloth, $1.50; The Little Town, H. P. Douglas, cloth, $1.60; The Study of English, D. G. Crawford, cloth, $1.30; The Book of the Cave, Sir Anands Acharya, cloth, $1.65; Vocational Civics, Giles, cloth, $1.40; Story-Telling in School and Home, E. N. Partridge, cloth, $1.40; New Voices, Marguerite Wilkinson, cloth, $2.00.

McCLELLAND & STEWART, LIMITED

Fiction

Janet of Kootenay, McKowan; Dangerous Days, Rinehart; King's Widow, Reynolds; Magdalene, Stevens; When the World Shook, Haggard; The Winning Clue, Hay; Life of the Party, Cobb; Blue Grass and Broadway, Davies; Patricia Brent, Anonymous; In Secret, Chambers; White Horse and Red-Haired Girl, Gambier; There Never Was Such a Girl, Weston; League of the Scarlet Pimpernel, Orczy; Forest Fires, Thurston.

Non-Fiction

Sea Fights of the Great War, Wyllie and Wren; Belgium, Brand Whitlock; Christianity in the New Age, Herman; Christopher, Sir Oliver Lodge; Forty Days in 1914, Maurice; The Man of Kerioth, Norwood; Inventions of the Great War, Bond; Mason Wasps, Fable; Private Dowling.

Juvenile

Bob White, Burgess; Ol' Mistah Buzzard, Burgess; Mother Goose, Lee.

RYERSON PRESS

Fiction

A Mile a Minute, H. C. Witwer, cloth, $1.50; Out O' Luck, J. Thorn Smith, Jr., cloth, 75c.

Non-Fiction

Politics and the C.A.M.C., Col. H. A. Bruce, cloth, $2.00; 1914, Viscount French, $6.00; War Romance of Salvation Army, Booth & Hill, cloth, $1.60; Fragments From France, Vol. 7, Bairnsfather, paper, 45c.

Mr. Parsons' Misstatements

By Col. J. B. Maclean in "The Financial Post."

In this article Col. Maclean contends that certain of the statements publicly made by S. R. Parsons, late president of the Canadian Manufacturers' Association, were lacking both in wisdom and correctness.

Especially does he challenge the statement made by Mr. Parsons that the place to look for profiteering was among the wholesale and retail trade.

In the present position of Canada the interests of the manufacturer are the interests of everyone, and therefore this article, which aims to improve conditions that have militated against the best interests of the manufacturing fraternity, should be of interest to everyone.

S. R. PARSONS was president of the C.M.A. in 1917-18. He liked the honor so much, he put his whole thought into it. He enjoyed it; it became so much of his life, he forgot, in 1918-19 that he was no longer president. In fact he complained several times recently to his friends that he was so busy with association affairs he had no time for the B. A. Oil Co., where he is employed. He was always on the spot with a speech or a letter to defend capital, or to attack any who might not agree with what he—always with the best of motives—thought inimical to the C.M.A. It became a habit with him. There was, too, perhaps, a touch of vanity, which warped his good judgment and he began to speak unwisely and to make foolish suggestions. This rather displeased some of the industrial leaders for whom he assumed to speak. He threatened the Methodist Church with the disapproval of the millionaires just when men of this type are trying to keep under cover. His last break was a letter to the Press, suggesting that the place to look for profiteering and high prices was the wholesale and retail trade. Experienced manufacturers agree with Lloyd Harris that the biggest problem before us is not the making, but the selling of Made-in-Canada goods, that the friendship and co-operation, particularly of the retail merchant, is absolutely essential. Their opposition would kill the Made-in-Canada movement; and for the self-assumed mouthpiece of the C.M.A. to rush into print over his own signature in so uncalled for a way was quickly recognized as damaging. But Mr. Parsons now explains he was merely emphasizing something the Minister of Labor said—but, which it happens, he did not say. This makes it worse, and it is also an example of the little vanity habit referred to above, that, of course, the public would not approve of the idea until it had Mr. Parsons' endorsement for the C.M.A., even though the Hon. Mr. Robertson is one of the most highly regarded members of the Cabinet, in fact, has shown himself an unusually broad type of Minister.

Anyway it was the last straw, and mutterings from a certain influential quarter developed into a suggestion that THE FINANCIAL POST tell its readers that Mr. Parsons had now no official position in the association, and that his prolific utterances misrepresented the great mass of manufacturers, and never more so than when he, as a manufacturer, went out of his way to suggest an investigation of merchants' books for the real cause of the higher living costs. As requested, FINANCIAL POST pointed this out, and as many of our readers know Mr. Parsons did not take the hint. Instead, he occupied much time at the annual meeting in an attack on me and my motives. Chiefly, he said the article was due to his refusal to take up a grievance with Mr. Murray, their secretary. This was a serious charge and he clearly misled the meeting.

The facts are these: Business newspaper publishers, in common with the paper makers, Western Canada manufacturers, and other members, had complained of the way Mr. Murray was dealing with their interests. A Made-in-Canada campaign was in progress and the association offices were all the time actually using foreign, instead of Canadian-made paper. Because of dissatisfaction, the Western manufacturers decided to withdraw, and had actually formed new associations. These things had all been righted more than a year ago by the retirement of Mr. Murray and could not have had the remotest connection with the article in THE FINANCIAL POST saying that Mr. Parsons no longer spoke for the C. M. A.

Mr. Parsons further said I had come to him soon after he was elected president and denounced Mr. Murray. I said this was untrue, that I thought I had Mr. Parsons' own letters to prove it, and that I would answer for the benefit of the members generally in THE FINANCIAL POST. I am able to do so. The letters show that it was Mr. Murray who went to Mr. Parsons, and Mr. Parsons had come to me just as Lloyd Harris, T. A. Russell, Mr. Sherrard, and others had come to me on the same errand. I said I could not take the matter up until a libel action I had brought was disposed of. The file shows that Mr. Parsons made his first approach to me on Mr. Murray's behalf through the editor of THE FINANCIAL POST, October 24, 1917. Next he writes, November 2, saying that Mr. Murray had spoken to him and says he wants to bring us together. On December 31 he writes respecting this and saying that Mr. Murray was anxious to meet me, and so he goes on.

This evidence is surely sufficient. Mr. Parsons' own letters, signed by himself, prove that he stated what was untrue to the annual meeting. These are only part of his misstatements. More exposure of Mr. Parsons and the Sam Harris clique and their petty politics are to follow, which I hope will speed up the reorganization of the C. M. A., overcome the mistrust and antagonism that is hampering all Canadian progress. One has only to read the newspapers right across Canada to fully understand the very unfair attitude, due to an entire misunderstanding of manufacturing and business problems.

I cannot do better than quote from a letter received from a well-known financier: *"The explaining Mr. P. in F.P. of 21/6/19. First Class! Inflated heads and pneumatic tongues are doing the country more harm than inflated prices! Keep it up!"*

The man to keep it up is a good general manager or salaried president. We will help him with constructive publicity among those interested in manufacturing problems.

ANNUAL OUTING

The Moore Push-Pin Company, of Philadelphia, in accordance with the custom established for several years past, held its annual outing on July 12 on the beautiful Neshaminy Creek. It is surprising the amount of good-fellowship engendered among the employees by affairs of this kind as interdepartmental contests add a tremendous amount of interest and develop a wonderful get-together spirit that cannot be fostered in any other way.

The shining lights in the personnel of the management of this outing were W. P. Mills, president of the company; Miss Marie Grebe, office manager and treasurer of the entire outing fund, and Ellis Thompson, chairman of the outing committee. The committee made great plans for exceptional little side features such as the serving of lolly-pops, whistles, and horns, and other noise-producing apparatus.

The Necessity and Importance of the Retail Distributor and his Relationship to all Other Industries

An Address Delivered by E. M. Trowern, Secretary of the Dominion Board of The Retail Merchants' Association of Canada, Before the Royal Commission on Industrial Relations, Appointed by the Dominion Government to Enquire Into Industrial Conditions, Which Met at Ottawa in June, 1919

ALTHOUGH the question of the increased cost of merchandise and the cost of distribution at retail may not be considered by your committee to properly come under the public enquiry that has been allotted to you to report upon, yet we feel that it is so closely related to the subject you have under consideration that we are taking the liberty of presenting to you a few facts on the subject of retail distribution as we see them, standing, as we do, between the producer, the manufacturer and the workman on the one hand, and the consumer on the other. So much has been said about the conditions of the producer and the manufacturer, and what is termed, for the sake of a better classification, the "working classes," and so little has been said about what is known as the distributing classes, that the whole subject has become confused and misunderstood.

Millions Invested

It is not generally known that there are many more millions of dollars invested in distribution than there are in either manufacture or production. It could not but be otherwise; merchandise must always be manufactured ahead of the immediate demand. Goods produced or manufactured in Vancouver are of no value to people residing in Halifax unless they are transported to the latter point. To do this, it requiries negotiation, purchase, transportation, warehouse facilities, retail facilities, etc., and final delivery to the ultimate purchaser in single items. A host of transactions take place before the goods are finally delivered. All these separate transactions cost money, and take time and intelligence, in addition to "capital," which cannot be regarded in any other light than "accumulated industry."

Present System Natural Development

We are quite aware that arguments have been put forth for centuries striving to discover some plan whereby goods produced or manufactured can be handed direct to the consumer, and to have the middleman—which means either the wholesaler or the retailer—removed. All efforts in this direction have been failures, and they always will be failures, because the present system has been a natural development that has grown out of actual necessity.

Prunes or raisins grown in South America or in Egypt are of no value to consumers in Ottawa unless they are brought directly to their tables here. No consumer would think of ordering such things direct, or having them shipped in small quantities; they must come in bulk. When they arrive they must be cared for, protected against weather and other conditions, sold to the retail trade, and distributed by them to their customers.

Property Value High

The value of the land and buildings upon which retail stores are situated, together with the value of the wholesale properties, exceeds in value and is more highly assessed than any other property in any municipality. Add the value of all the retail property in Canada together, couple with it the value of the stocks which are held waiting, ready and near at hand for the convenience of those who want the goods, and then add the value of all the wholesale property and merchandise to the retail property, and you have a volume of wealth that far exceeds the value of all our farming and manufacturing industries. This costly and expensive system exists because it is required and because there is no other legitimate system that can take the place of it. It has been found to be the most economic, convenient and elastic system that can be provided, and it has developed through necessity and experience. There is no practical proposal or scheme in sight that can take the place of our present system of distribution. It requires adjusting here and trimming there, but the underlying principles cannot be abolished. We are anxious to go on and develop it and make it more complete and convenient. This can only be attempted by those who practically understand the principles which guide and direct it. No improvement can come from any other source.

Retailers perhaps take their position in the economic scheme of things too much for granted. The campaign instituted by some of the daily newspapers to discredit their standing in the community is one which should awaken in the mind of the retailers a realization of their importance in the successful merchandising of goods. It is high time the retailers were organized into a body by which recognition of their just claims could be secured and opposition to any proposed legislation which would hamper their successful functioning be systematically opposed. Co-operation is seen in labor circles, in farmers' clubs, but the retailers sit calmly by and have to stand abuse at the hands of those who know not whereof they speak. The retailers cannot be successfully displaced, but their operations can be curtailed to a point where they cannot operate successfully. It is to fight against any such legislation that the retailers should be organized—the organization should be effected now.—EDITOR'S NOTE.

The Co-operative Society

All attempts that have been made by those who operate "Co-operative Societies" in any part of the world have proved to be nothing more than the old scheme of one merchant endeavoring to outwit his competitor by trying to tell the public that his goods and his system are far superior to those of his neighbor, whereas the so-called Co-operative Society system is clumsy in its operations, inferior in its service, and its methods of handing back so-called dividends or bribes to its customers have all the deceptive elements of the trading stamp scheme.

To those who are not acquainted with the problem of retail merchandising, and from the manner in which some of these co-operative societies advertise themselves, and their supposed superior methods, it is not surprising that those who are unfamiliar with the "tricks of trade" see some virtue in their proposals, but those who are thoroughly familiar with trade, and who are anxious to have all trade transactions based upon a sound, healthy, moral basis know full well that any system of merchandising that is based upon the placing of a higher price on any article to a customer, and then handing the increased price back as a bonus or a dividend or a bribe to secure and hold the trade, by or through any pretext whatsoever, is wrong in principle and commercially unsound, and it is for this reason that reputable and honorable retail merchants will have nothing to do with business methods of that character.

Not on Sound Basis

If the claims put forth by these so-called Co-operative Societies were true, and the principles upon which they are founded were correct, everyone conducting a retail store would adopt the same system, but the co-operative system is not adopted because the principles upon which they are founded are commercially unsound, and their methods can never appeal to those retail merchants who want to see the retail trade of Canada placed upon a higher plane.

An Important Duty

Believing, therefore, that we, as retail distributors, are an absolute necessity, and that our services cannot be dispensed with, w feel that we have an important duty to perform in every community throughout Canada, and we further believe that owi to our financial position, our absolute necessity, and our numerical strength in every city, town and village throughout Canada, that no question affecting what is termed the "working classes" or the "manufacturers" or "producers" can be intelligently considered without taking the great problem of distribution into consideration as well.

Circle is Complete

Retail merchants stand in a very unique position in every community. They reach out and take the goods from the producer

and manufacturer and hand them to the consumer. Every increase that is made to any article, whether it is through increased wages, the increased cost of raw materials, increased transportation, increased rent or the increased overhead expenses of every class through whose hands any product passes, is collected again by the retail merchant from the consumer. The higher wages go the higher will go the prices of the articles created by the wage earners. The circle is complete and no system of reasoning can alter this truth. The law of supply and demand is the basic law upon which everything is founded. The dearer goods are the less profit the retail merchant makes, as the demand is lessened, and his business turnover is, therefore, less.

High Wages—High Merchandise

In order that workmen can be able to purchase all those things that are necessary for their actual comfort, they must receive a salary more than equal to the value of the actual things required so as to enable them to lay aside sufficient for old age, etc. If wages keep climbing up, merchandise will go on climbing up, and there is no scheme that can be proposed that will prevent it. If wages climb higher on one class of goods than they do on others, the workmen will be limited to fewer classes of goods and their comfort will be affected thereby. If, for instance, a working man received twenty-five dollars a week, and with that sum he could pay his rent, buy groceries, meat, fuel, light, clothing, boots and other actual necessities, and his rent was doubled, he would be compelled to forego purchasing some of the other articles of necessity, and, having to do without these necessities, he would immediately become discontented. On the other hand, whatever necessities he economized on it would injure the retail merchant who handed those lines, and he in turn would have to undergo the same weeding out process as that undertaken by the wage earner.

Community Affairs Inter-Related

These simple illustrations are made for the purpose of showing how closely the affairs of every community are interrelated, and whenever one class is affected all classes are affected.

Our purpose in submitting these brief views on the problem of retail distribution, which is one of the most difficult problems for those who have had no practical experience in it to understand, is to point out that there is more capital invested, and more people employed in distribution than there is in production and manufacture combined, and that, in our opinion, no plan, no scheme and no device that can be suggested can ever alter it unless we turn our plan of civilization backward and all begin again to be tillers of the soil and makers of the things we use and require. No one would be satisfied to go back again to the simple life of making our own candles, and using flint instead of matches, and using a spinning wheel to make clothing out of sheep's wool. We have experienced life's comforts and we want them, and if we want them and must have them, we must pay for them. A meal provided in a million dollar hotel will always cost more than a meal provided in a tent. There is a price ticket on everything. The best things cost the most, and if we desire them we must be prepared to pay for them or go without them.

An Advanced Age

To properly consider the subject we have before us we must take conditions as we find them to-day, and not as they were a century or two ago. To-day we have public school systems all over the world. Boys and girls, and men and women, have been educated to try and think. In every sphere of activity we see development. We find improved machinery in all lines of manufacture and production. We have labor-saving devices and we have transportation facilities that are unequalled in any age of the world. We have new devices for transportation, such as automobiles, automobile trucks, aeroplanes, bicycles, etc. In electric power and electrical devices we are in advance of anything in the history of the world. In telephones, telegraphs and cables, our advances are phenomenal, and all this with the many other new inventions such as gramophones, etc., which can produce the human voice, all these things have been brought about by those who have been educated to think, to diagnose, to investigate and to study.

While the thousands who have been giving their attention to the above commercial improvements have succeeded, another class has been thinking along other lines, but their thinking has produced different results.

What Lack of Commercial Training Reveals

It is said that a little learning is a dangerous thing. In many cases this has proven to be true. Not having had practical experience and an opportunity of giving any study to the great problem of distribution, the rock upon which thousands upon thousands of persons engaged in other walks of life become shipwrecked is where they venture out upon its dangerous surface. These persons who have not had a proper commercial training advocate among other things the following:

1. The abolition of the middleman.
2. Direct purchase and sale between producers and consumers.
3. Municipal trading in coal, wood, milk and other articles of common use.
4. Public retail markets to enter into competition with tax-paying retail merchants who carry vegetables all the year round, whereas consumers cannot buy vegetables in the market when the temperature is below freezing point.
5. Without knowing the unsound, commercial basis upon which so-called "Co-operative Societies" are established, they advocate their adoption.

Wrong Thinking at Root of Trouble

In our opinion, it is wrong thinking of this character that lies at the root of our present troubles and unrest to-day. The remedy for this false thinking lies at the door of the retail merchants themselves. Believing, as we do, that no intelligent system on earth can be devised to abolish the retail merchant, or whereby all means of retail distribution can be operated entirely by the State, and that all men must have the right to develop their own lives as they deem best for themselves, without injury or interference with the rights of others, it is our duty to make our claims known.

Retailers Here to Stay

We wish, therefore, to repeat again that the most difficult problem of all problems for the average student of political economy to understand is that of the distribution of merchandise at retail. It has puzzled wise men before corn was sold in Egypt, and it will puzzle wise men and social economists until the crack of doom. Retail merchants have been on earth for centuries, and they will be here for all time. You can devise no plan that will abolish them because they are an important and essential part of every community. They comprise the active, independent and free men of every municipality. Their chief desire is to be allowed to do their business on a sound, business basis and their chief enemy is municipal and legislative restrictions that are proposed to be placed upon them by those who do not understand the simplest principles of buying and selling.

Few Labor Troubles

As to the labor troubles of retail merchants, they have very few. Most of their clerks are their friends. A young man who enters behind the counter of the average retail merchant's store must take an interest in the business. He must be pleasant and agreeable with the customers of the store. The proprietor knows his habits, knows his Christian name; he calls him Bill or Bob and he interests himself in his work, and encourages him to develop his character. It has often been said, and we have never heard it disputed, that the best business college in the world for a young man to enter is behind the counter of an honest retail merchant.

Influence for Good

A retail merchant who places his name over his door and who is always before the public, has a stake in the community, and his influence is for good and not for evil. Strikes, lock-outs and hold-ups are never heard of in ninety-seven per cent. of the retail stores in Canada, nor will they ever be heard of, because each store has its own plan of paying wages or giving commissions on profits, or giving bonuses or increasing salaries according to the ability of the clerk to earn. No system of paying all clerks the same salary, even in the same class of trade, could ever be adopted, because the clerks themselves would object to it. The principle that exists, and which always will exist, is to pay clerks according to their worth to the firm. This is the only fair system and the only one that will give them an incentive and an ambition to some day become their own masters. In Canada to-day every young man who is ambitious and who is willing to devote his time and thought to the business of his employer in the retail trade can find an opportunity of advancing to the highest position in the store, or becoming a partner, or eventually entering into business for himself. The first thing, however, that must be done, and for this reason, chiefly, we are submitting this article, is to impress upon the public mind that the man behind the counter is performing equally as useful and important work in the community as the man behind the lathe or the man behind the plough.

Occupy Most Important Position

As retail merchants, in the past we have been too docile and too unconscious of our own importance in the community, and we have allowed all sorts of reports to be circulated by those who know nothing about the problem of distribution, being of the opinion that the public would not believe the statements made. In the future we hope to remedy this condition by taking our proper place in the community and insisting upon equal recognition with all other kinds of useful employment. As stated before, we occupy the most important position in the life of every well ordered community. We are here because we are required, and we will be here for all time, and there is no other system of distribution that can supplant us.

For this reason, if for none other, the Dominion Government must recognize that it is essential that no unfair or discriminatory legislation should be passed that will hamper our progress or interfere with our rights as free citizens. At the present time we welcome the opportunity to be able to lay before the special committee of the House of Commons, which has been appointed to investigate the cost of living, all the facts concerning the retail trade that we have in our possession, as we feel that the more we make our condition public the more the public will respect and appreciate us.

IVORY

Some interesting new developments are out in ivory goods. There is promised for the trade a line of quite new and distinctive patterns in time for exhibition at the big "Canadian National" in August.

Samples which have arrived just lately feature some handsome carved effects, and others with a fine colored inset line. The color may be pastel or imitation shell, making quite a dignified "trimming."

WELDON ROBERTS
RUBBER ERASERS

The superb quality of WELDON ROBERTS erasers has made them the World's Quality Standard. To know them is to demand them always. There are 88 styles. We mail free samples, when requested, to stationers anywhere on earth.

WELDON ROBERTS RUBBER Co. NEWARK, N.J. U.S.A.

THERE ARE REASONS

for the largely increased sales of **Bradley Water Color Boxes** for schools. The standard of quality has been maintained and **prompt deliveries** are always made.

A few of the leading boxes:

B-1 —8 semi-moist pans 6 standard colors with sepia and charcoal gray.

B-1 —Special—8 semi-moist pans, 6 standard colors with white and black.

A-13—4 semi-moist pans, carmine, blue and 2 pans of gamboge.

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FOR SALE BY THE LEADING JOBBERS IN PAPER

How to Build Up the Home Town

By E. M. TROWERN, Secretary, Dominion Board, the Retail Merchants' Association of Canada, Incorporated.

THE place where most people congregate in a village is the country store. It is usually a Post Office, the place where the farmers exchange their eggs and butter, the committee room for the politician, the headquarters for countryside gossip, a meeting place for friends, and the place where the merchant is supposed to keep everything from a needle to an anchor. It is from these centres that the villages develop into towns, and the towns into cities. The more the merchant prospers, the better the village prospers, and so it is with towns and cities.

Goods in the retail stores in New York are of little value to the people of Canada. They want to be able to go into the shops in the place in which they live and examine the goods, price them, order them, and either take them home or have them delivered. They want to know also that the goods they select personally are the goods they get, and this is where the local merchant will always have the advantage over the mail order house system, which means that when you buy goods you must rely almost entirely upon the selection by other people, and not upon your own judgment. Perhaps the best illustration that can be given of the advantages of buying in the home town will be understood by those who are familiar with the question of selling boots and shoes at retail, and the correct fitting of the same.

Goods Not Satisfactory

Not long ago, the writer's attention was called to a rather singular circumstance. Visiting a small town in the cool of the evening, when the ladies of the town were visiting the Post Office for the evening mail, a merchant, well posted in the Boot and Shoe business, called attention to the fact that ten ladies out of twelve who passed were wearing mail order shoes. He discerned them by the way in which they fitted the feet. Some were too high in the heel, others too low; some too broad and others too narrow. They were not only uncomfortable but they interfered with the poise and carriage of the wearer. Had these shoes been purchased in the home town, these faults could have been avoided, much to the comfort and well-being of the wearer, and at perhaps less cost in the end. This illustration might also apply to a large number of other articles.

Merchant Should Emphasize the Point

The retail merchants themselves are not entirely blameless for this condition of affairs. Every merchant in business knows that the best way to shop is the legitimate way of shopping, and that is for the purchaser to see the goods, examine the quality, ascertain the price, and find out if they suit before the money is paid. The reason why these facts are not pointed out more prominently by the retail merchant is that they know so well that the above is the proper plan of buying that they believe the public generally should have the same information, whereas perhaps there is more ignorance existing among the general public with regard to the quality of merchandise than there is in connection with almost any other subject. Every merchant will bear testimony to the fact that there are many customers who have an idea that they know all about the quality of goods, whereas, as a matter of fact, they know very little, and it would pay them far better to explain their requirements to an honest merchant who knows his business, and secure his assistance in selecting the goods, and in this way they would secure better value, as well as the styles that would best suit them.

> The great city is merely a development of the small town. Every town is potentially a city, and has nothing to fear from the competition of the larger centre, providing that this competition is wisely met, and that the merchant of the smaller place makes the most of the really overwhelming arguments in his favor. The satisfaction, the convenience, and the promptitude of the service that the small store can offer are conditions that cannot be equalled by the strongest outside selling interest. But the people must be made to see and understand and this is the work of the merchant, and thus will he build up his town.

The citizens of every city, town or village should take a pride in their retail stores in their community. The better the stocks the merchants carry, the better the selection the citizens have, and the greater the number of people who purchase in the home town the better the opportunity the merchants have for increasing their stocks and carrying the latest styles. All citizens who send their money out of the town are injuring the business of the town to that extent, and they are doing an injury to those citizens who patronize the local retail merchants.

The Personal Element

Retail merchants select goods for the convenience of their customers. They study their requirements; they understand the extent of their purse, and the goods are always on hand, ready to be delivered at a moment's notice. Merchandise in Europe is of a very little use to the citizens of any city, town or village in Canada. The goods must be here, ready and waiting, and our system of distribution is so arranged that if trade is developed along natural lines, and those who receive their money from the town patronize the town, they are not only making it convenient for themselves but also for every other resident of that town. If the retail stores were taken out of the cities, towns and villages of Canada, it would be equivalent to destroying the commercial life of Canada.

Appearance A Large Factor

Although not generally mentioned, when the development of a city is questioned, the first thing that strikes a stranger when he enters any city or town is the character of the shops in that city or town. If they are poorly kept and poorly stocked, with unpainted fronts, the town can be considered to be on the decline. If the store fronts are well painted, and the stocks well kept, and the retail merchants alert to their business, the town is always prosperous, and it becomes an attractive place for the farmers and mechanics to congregate. It generally develops into a community hub, and the effect is reflected in the homes and in the surrounding farms. The nearer a good farm is to a thriving city, town or village, the more valuable the farm becomes, and the more valuable that farms become, the better will be the business done in the city, town or village. In this way the whole community thrives.

Buying in the home town, therefore, means very much more than appears on the surface. It benefits both the buyer and the merchant. It helps to improve the streets, to reduce taxation, to add to the enjoyment of life, to bring the goods that are made at a distance to a common centre where they are needed. It circulates money, giving all an equal chance to secure some of it, and in this way buying in the home town helps the merchants, lowers the price of goods to the consumer, aids the financial institutions, gives more money in taxes for better roads, better police and fire protection, helps the newspapers, enables the municipality to pay better wages to school teachers, assists in the erection of better churches and public institutions, and, finally, establishes better residential districts, and in this way prosperous cities and towns are built up. The object, therefore, of all loyal citizens should be to buy the things they require in the place in which they live.

Now For Big Returns On September MacLean's

EVERY day sees its big quota of generous praise for MACLEAN'S — Canada's National Magazine—from readers and from dealers. August went big — its striking cover made a compelling display. And September will be an outstanding feature of magazine displays—the cover will be one of the best yet, and the contents—well, here are a few of the September features. They are sure to interest men and women in **your** town. Be ready for the demand:

ABOUT THE PROVINCE OF QUEBEC

The September issue will feature the interests of Quebec Province to the extent of two articles:

"Quebec on the Upgrade." An article showing the wonderful progress that Quebec has been making of recent years in agriculture and industry.

"Meet Mr. Habitant." An article on the need for a wider understanding between the English-speaking and French-speaking Canadians with an interesting description of the life and habits of the habitant.

OTHER INTERESTING FEATURES

"Klondyke Boyle." By Arthur Beverley Baxter. An article on the spectacular work of a Canadian who saved Roumania and played a big part in Russia during the early days of the Bolshevik movement.

"Making New Canadians." By Nellie L. McClung. Mrs. McClung tells most interestingly of work that is being done in the West to educate the foreign people who are settling there in such numbers.

"Canada's Great National Asset." By D. B. Hanna. The president and managing director of the Canadian National Railways tells of the big things that can be done to unify the Dominion and create a broader growth.

"Girding for the Fray." By J. K. Munro. Illustrated by Wm. Casey. An article on the political situation dealing largely with the results of the August Convention of the Liberal party.

SPLENDID FICTION

"On Leave." By Harry Bailey. Illustrated by W. Van Werveke. A short story combining war, love and golf.

"Evil Spirits." By W. A. Fraser. Illustrated by Charles L. Wrenn. Another Bulldog Carney story, quite different from the others, but one of the best.

"Ebb and Flow." By C. W. Stephens. Illustrated by W. Goode. The second instalment of this three-part serial story.

"His Majesty's Well-Beloved." By Baroness Orczy. Illustrated by C. F. Peters. Third instalment of this romantic serial story of the period of Charles II.

POETRY

"Teddy Bear." By Robert W. Service.

All the regular departments will be well represented in this issue.

DISPLAY IT WELL

Get in touch with your wholesaler now and arrange for a generous supply of September MACLEAN'S. Then, **on the first day of September**, make a big display of the magazine. You will be well repaid. If your wholesaler cannot supply you, write to circulation manager, C. W. Buchanan, 143-153 University Ave., Toronto, Ontario.

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NEW GOODS
DESCRIBED AND ILLUSTRATED

A NEW CLIP

A handy new article recently placed on the market is that known as the Paragon Clip. This little clip is mounted on well-finished wood, with an eyelet at the top for handing purposes.

The clip is brass, nickel-plated, and



A New Clip.

cannot rust. The spring is an unusually sturdy one for a smaller-sized clip and is easily operated. The pin renders articles and papers on the clip almost imposisble to lose. The clip is manufactured by Frank A. Weeks Mfg. Company.

EFFICIENT PRICE CARDS

What is styled the "only" price card by the makers, Weaver & Beach, of Rochester, is a new line of interest. These cards are made in different sizes, 4½ in. x 9 in., 4½ in. x 14 in., 2¾ in. x 6 in., 2¾ in. x 8 in., and 2¾ in. x 10 in.

They are made of best lithographer's stock, suitably ruled and printed on both sides, and are finished with metal fasteners that will not pull out like a punched eyelet. One of the main features is the fact that the stock will stand a number of writings and erasures, without blurring, and a handy hanger is another convenience, thus the price card may always be kept prominently before the stock-keeper or salesman. A number of them may be grouped together on a split ring.

A similar card for use as a telephone list has also been put out by the same people.

JUMBO SCRAP BOOKS

One of the big blank-book manufacturing houses is contemplating the addition of a huge scrap book to its line. This "Jumbo" scrap book is to take an entire newspaper page.

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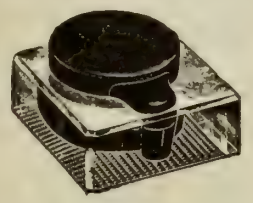
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advertising agencies and newspaper publishers could use such a scrap book to advantage. To be obliged to cut up or fold in a nice full-page newspaper splash in order to get it inside permanent covers is certainly awkward, to say the least.

This firm is asking for advice from retailers as to whether the demand is strong enough to put out such a scrap book, and the outcome will be awaited with interest by the trade. The suggestion offered is that it be a flat-backed, canvas-bound book of fifty leaves.

NEW NUMBERING MACHINE

A new visible numbering machine has just been put on the market by the American Numbering Machine Co., of Brooklyn, N.Y.

Visible numbering is a new feature in hand automatic numbering machines and affords many advantages. The indicator located in the front of the machine at a convenient point shows the number at which the machine is set and changes of numbers as they are being made. In old-style blind machines the printing number is usually obtained by taking an impression on a piece of paper other than that on which the machine is to be used, or by turning the machine upside down so as to bring the printing figures into view. Both methods are troublesome. If the machine is set at consecutive an impression will advance the No. 1 unit, and turning the machine upside down brings about the same result, very frequently making it necessary to reset the machine.

The verification of the printing number is of great importance in many offices, particularly where numerical systems are used for ledger accounts, filing systems, etc. With the indicator, the operator is assured at a glance as to the correctness of the machine, and that no change of numbers has been made during his absence, if called away.

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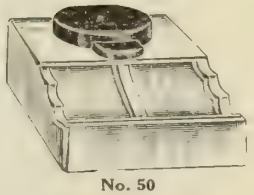
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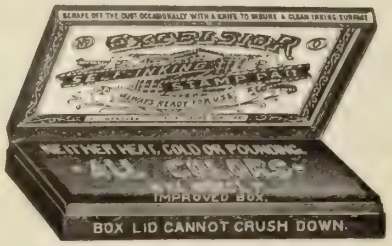
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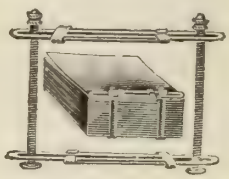


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(c) David Davidson.
Victory.



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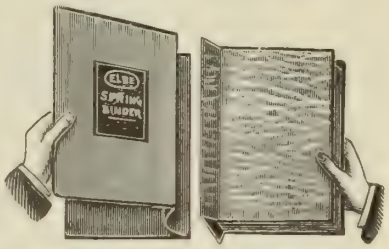
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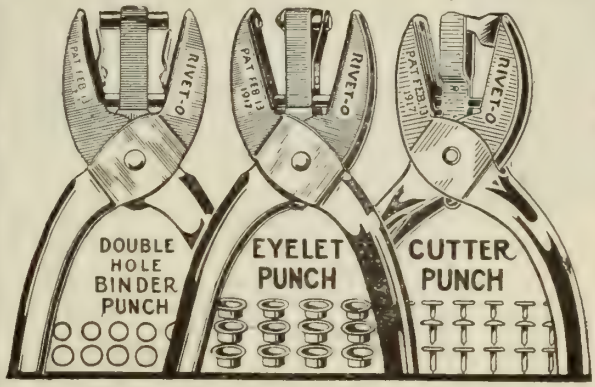
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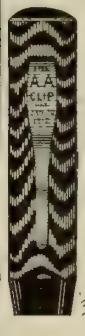
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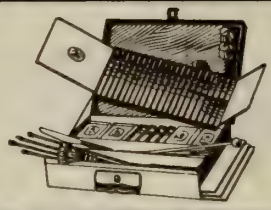
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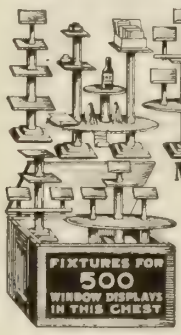
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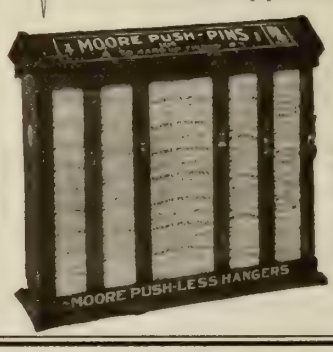
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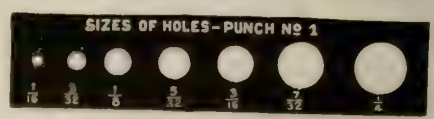
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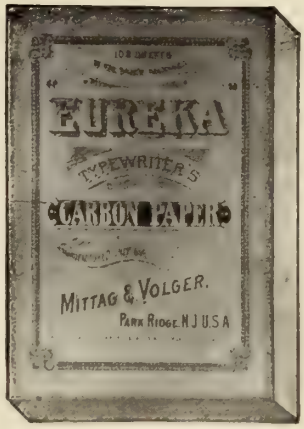
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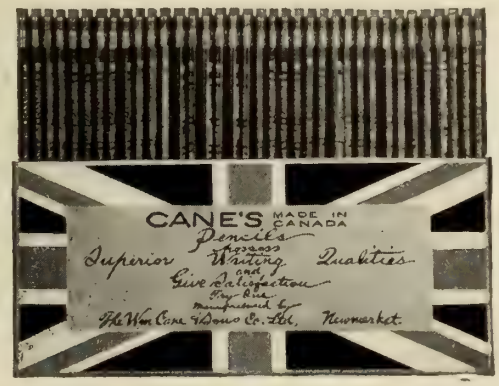
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Perhaps you have overlooked some lines when placing your school order. Don't make this discovery on Opening Day after the children have taken possession. Look over your stock now, and mail us a list of your wants. Letter, Telegram and Telephone Orders will be promptly filled.

Scribblers and Exercise Books
New range of covers

Foolscap and Exam Cap
In all qualities

Blackboard Brushes
Also Pointers, Slated Cloth and Liquid Slating

Drawing Materials
Paper, Books, Pads and Pins

Pencil Sharpeners
Retailing from 10c up

Crayons—Chalk and Wax

School Bags—
Canvas and Leatherette

Watercolors—
Tin and cardboard boxes

Compasses and Set Squares

Erasers

Pencils

Penholders

Rulers

Slates and Slate Pencils

Note Books

Inks and Mucilage

Buntin, Gillies & Co.
LIMITED

Hamilton : Canada

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-four years the recognized authority for those interests.

VOL. XXXV. PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1919 No. 9

"SWAN" FOUNTAIN PENS



Made in all sizes.

Discounts on request.

Mabie, Todd & Co.

473 College St., - Toronto

LONDON PARIS NEW YORK

BOOKSELLER AND STATIONER, September 5, 1919. Volume XXXV. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 187. Entered as second-class matter at the Post Office Department, Ottawa.



No. 3864 VENUS Revolving Stand

17 Black Degrees and 3 Copying

The largest selling quality pencil in the world

VENUS PENCILS

Leading stationers in every part of the country are finding this handsome, striking counter stand an efficient salesman of their VENUS Line. An exact reproduction in shape and color of the famous pencil itself, holding 18 dozen pencils. Write for information regarding it.



No. 849

VENUS *Everpointed* PENCIL No. 849

Never requires sharpening

The superb VENUS drawing leads in a form that appeals instantly to artists, photographers and everybody who hates the bother of pointing a pencil. 15 degrees, from 5B to 9H, with a correspondingly marked holder for each degree. Refill leads, No. 842, six to a box.



No. 842—Leads

You'll find the Everpointed pays

WRITE FOR PRICES, ETC.

American Lead Pencil Co.

220 Fifth Avenue, New York

and Clapton, London, Eng.

Even Casual Observers Notice

GOODALL'S PLAYING CARDS



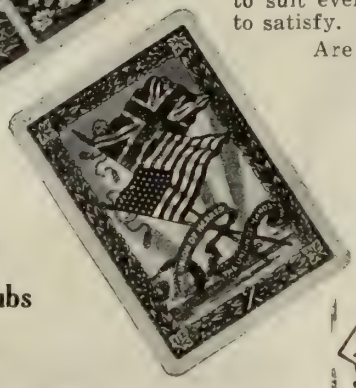


Goodall designs are so eye-catching that favorable attention is secured quickly and easily.

And Goodall quality is so apparent in the smooth, clean-cut boards!

Goodall assortments are varied. Designs to suit every taste and wearing quality to satisfy.

Are you a Goodall dealer?





SERIES
Imperial Clubs
Linettes
Patience

GOOD ALL TRADE MARK

SERIES
Salons
Societys
Sultans
Patriotic

Representative

AUBREY O. HURST

32 Front St. W. **TORONTO**



Comparison Proves "Adco" The Peer of All Loose Leaf Devices

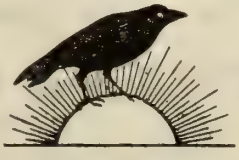
All the objectionable features of the old time loose leaf systems have been entirely eliminated from the **"Adco"** Marvellous in their mechanical efficiency they are giving absolute satisfaction in offices everywhere.

We want every dealer to investigate the selling merits of the "Adco" line — to see their many superiority points that make "Adco" sales quick, easy and profitable.

Send a postcard for full information.

MANUFACTURED IN CANADA BY

W. V. Dawson LIMITED



MONTREAL TORONTO WINNIPEG

Paper Fasteners and Punches

We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

AJAX EYELETS Actual Sizes



#1 #2 #3

Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool

For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.



Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool—packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelet, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

No. 1 Samson Hand Punch

Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.



Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅝ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

Canadian Representatives: Menzies & Co., Ltd., 439 King Street West, Toronto, Canada

A New

Blotting Paper

ALL PURE COTTON STOCK
NO CLAY—NO WOOD

One Grade Only. A Low Price.
But a High Quality.
Plain and Colors

WRITE FOR SAMPLE AND PRICE

Made by the

VIRGINIA PAPER COMPANY
RICHMOND

We are the Canadian Agents

We Can Now Book Orders

FOR FOLLOWING LINES

MODDELLIT
(Modelling Clay Made in England) in lb. bricks and Fancy Sets

CREPE TISSUE
in rolls, folds, Plain Decorated Napkins

ENGLISH TOY BOOKS, PAINTING BOOKS AND PAINTING SETS

COLONEL ERASERS
(Made in Scotland)
Our Soft Pencil Eraser and Typewriter Erasers are superior to all

SECCOTINE

GLUCINE

LYONS' BANK WAX—LYONS' INK

STANDARD PENCILS

THUMB TACKS
in bulk and display

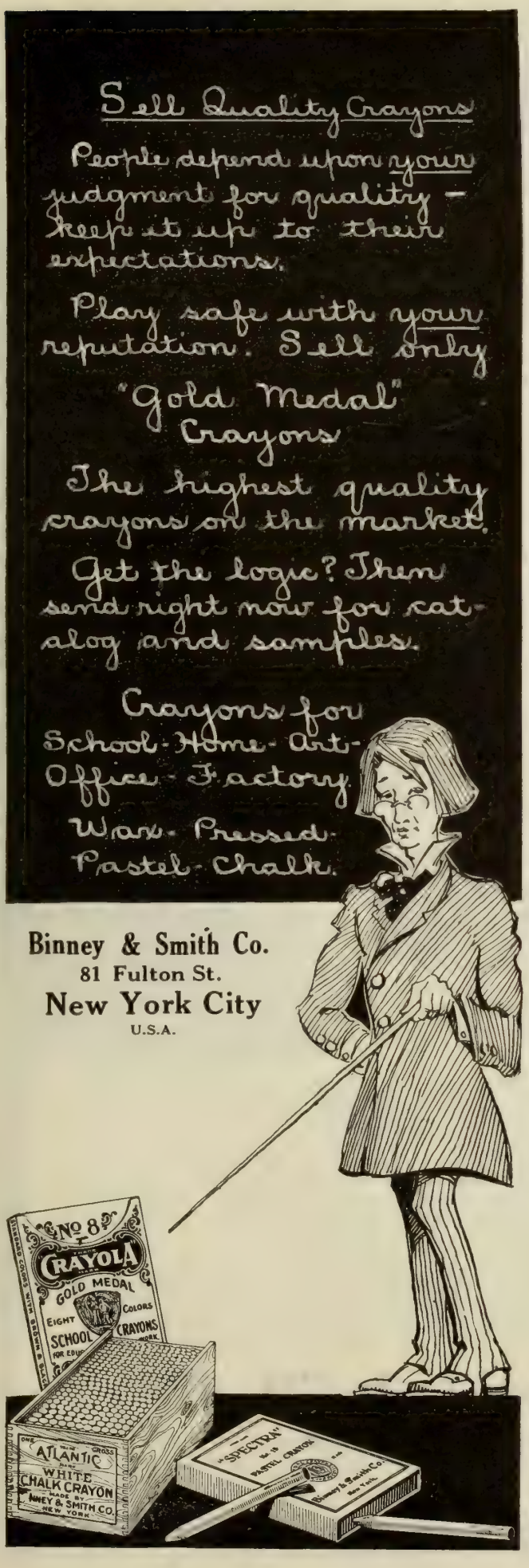
TELEPHONE HANDY PADS

TOY BALLOONS

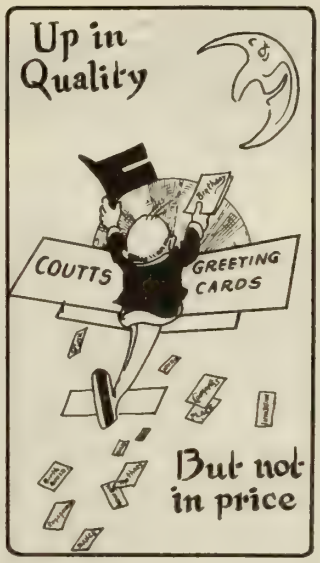
MENZIES & COMPANY, LTD., 439 King St., W. TORONTO

MANUFACTURERS AGENTS, IMPORTERS, AND MANUFACTURERS

Also Publishers, Xmas Cards, Calendars, Birthday Cards, Easter and Valentine Cards, Etc.



Binney & Smith Co.
81 Fulton St.
New York City
U.S.A.



What About Your Stock of Everyday Cards?

New Editions now ready for immediate shipment include:

BIRTHDAY CARDS
DANCE PROGRAMMES
INVITATION CARDS
CONGRATULATIONS FOR ALL OCCASIONS
CONDOLENCE AND SYMPATHY
BIRTH ANNOUNCEMENTS
ANNIVERSARIES, etc., etc., etc.

NOTHING BUT GOOD SELLERS. HONEST VALUES. PROMPT SERVICE. MADE IN CANADA.

Brighten up your stock right now

Write Now

WILLIAM E. COUTTS

145 Adelaide Street West
TORONTO

COUTTS GREETING CARDS
MADE IN CANADA

Member of the Greeting Card Association

ARO-MAC LINES STATIONERY & SUNDRIES

"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & CO.

TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES



Orders for "Eldorado" the Master Drawing Pencil

are coming fast for several reasons. The critical pencil users—architects, draftsmen, artists, etc.—have endorsed it; all this year a strong advertising campaign has been running in some 34 magazines with international circulation (see Saturday Evening Post, Aug. 23); we supply dealers' helps in the form of imprinted blotters, display cards, imprinted "stuffers," cuts for insertion in local newspapers, etc., and always "Eldorado" is perfect and satisfies and brings back your customer.

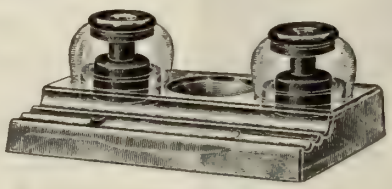
No. 1181 Selling Case is popular. We will be glad to send colored photogravure with prices.

Also Dixon's full range of pencils, erasers, penholders, crayons.
We recommend Sovereign Pencils for Canadian commercial trade.

These Sengbusch Numbers Sell



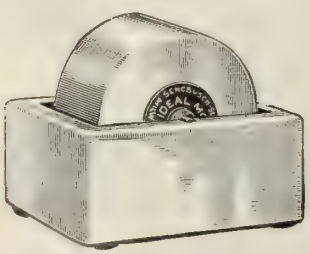
No. 55. Plain Glass, 3" dia.
List Price $2.50



No. 320. With two inkstands in pressed glass base.
List Price, $6.50.



No. 51. Plain Glass, 3" dia.
List Price, $2.50



Ideal Sanitary Moistener.
List Price, $2.00

Make a mental list of your customers who will buy Sengbusch Self-Closing Inkstands for any of these nine reasons —(1) No evaporation; (2) Supply clear, fresh ink always; (3) Requires small amount of ink; (4) Ink cannot spurt out; (5) Uniform dip of pen; (6) Require filling rarely; (7) Require cleaning yearly only; (8) Prevent evaporation of red ink; (9) Great time and trouble savers.

Here's your reasons—they sell at a good price and allow a good profit. Send for new Canadian price list.

A. R. MACDOUGALL & CO., LTD.

Representatives for Canada and Newfoundland

468 King Street West **TORONTO**

Every Office Executive Needs a

B.&P. Standard Transparent Desk Pad

Each pad has a celluloid top with black leather corners. Bottom of green felt. Lies flat on desk or table. In each pad is a sheet of artillery grey blotting paper upon which important notes and memos are placed (under the transparent top) where they are sure to be seen and cannot be brushed off or blown away.

Made in two sizes: No. 1644—12½ x 19¼ and No. 1644—19¼ x 24¼. Former retails at $3.50, the latter at $5.75.



Boorum & Pease Company

Manufacturers of "Standard" Blank Books

THE LINE OF 10,001 NUMBERS

Home Offices: Front St. and Hudson Ave., Brooklyn, New York
Factories: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York
Old South Bldg., Boston, Mass.
Republic Bldg., Chicago, Ill
4000 Laclede Ave., St. Louis, Mo.



This is the factory where

White & Wyckoff's Distinctive Stationery is Made

Established as Manufacturers 1889

WHITE & WYCKOFF MFG. CO.

NEW YORK
4th Ave. Building

HOLYOKE, MASSACHUSETTS

CHICAGO
Republic Building

A. R. MacDougall & Co., Ltd., 468 King St. West, Toronto
Canadian Distributors (Exclusive of the Maritime Provinces and Newfoundland.)

LUCKETT'S
STERLING
— LINE —



LEDGER CHANGES

From now until January 1st is the time when business firms plan changes in their accounting systems; plan new ledgers or add to their present ledger equipment. This year will mean more changes than ever before. Business conditions are such that every business, large and small, MUST know just where they stand.

Our Ledger Assortment is the most complete one in Canada—we have NINE styles, ranging from the low-price outfit for the individual and for small firms, up to the very best for larger firms. Style ASL, as shown above, is the best style. It, as are all of our products, is fully guaranteed.

Get your supply in early as materials are getting harder to secure and deliveries later on may be slow.

USE A PRODUCT OF CANADA

MADE BY

A STRICTLY CANADIAN COMPANY

LUCKETT LOOSE LEAF, LIMITED

539 King Street, W. .·. Toronto, Ontario

CHILDREN'S GOODS

A Regular Monthly Section Featuring Toys, Dolls, Games, Toy Books, Story Books and Other Lines for the Children's Trade

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO

Supplement to "Bookseller & Stationer" Publication Office, Toronto, September, 1919 Vol. xxxv. No. 9

An Important Department

CHILDREN'S trade is of such importance and is capable of such expansion in the stores served by this trade newspaper that this special section has been inaugurated. In the pages immediately following will be found advertisements featuring toys, dolls and other lines of children's goods, together with closely associated merchandise, while reading matter dealing with these goods will be found on page 31 and following pages.

Children's goods should be made a distinct branch of merchandising by every retailer. Stock arrangement need not necessarily be altered but there should be special displays and advertisements of children's goods, such as toys, dolls, games, children's books, children's sporting goods, etc. Try this method of promoting children's trade, and if in doubt about anything in connection, remember BOOKSELLER AND STATIONER'S Service Department. It's free—use it.

CHILDREN'S TRADE SPECIALTIES

Toys **Dolls** **Games**

Toy Books **Story Books** **Sporting Goods**

"RIBBON TINSEL"

The beautiful, brilliant decoration for the

CHRISTMAS TREE

A sparkling shower of ribbons which will not burn or tarnish.

WRITE FOR SAMPLES

VALLEY PRODUCTS CORP.
720 N. 15th St., St. Louis, Mo.

KEEP POSTED

Wholesalers anxious for new business can secure live information through a regular service of

PRESS CLIPPINGS

These include the whole of Canada and cover new book stores, novelty stores, drug stores, children's goods stores, or any branches or extensions of the same. Write for full information to

CANADIAN PRESS CLIPPING SERVICE
143-153 University Ave., Toronto

GAMES

NEW CATALOGUE NOW READY

ALSO

TOY BOOKS
DREAM BOOKS
EXERCISE BOOKS
DRAWING BOOKS
RIDDLE AND JOKE BOOKS,
TABLE BOOKS
READY RECKONERS
MEMO BOOKS
FORTUNE TELLING BOOKS
ETC., ETC.

GOODE BROS. (1913) LTD.
ARIEL WORKS,
88-90 CLERKENWELL ROAD
LONDON, E.C. 1.
ENGLAND

TO THE WHOLESALE TOY TRADE

OCTOBER—Your Opportunity

The October issue is to be the ANNUAL AUTUMN NUMBER of BOOKSELLER & STATIONER and the

CHILDREN'S GOODS SECTION

will be one of its chief features. The retailers served by this trade newspaper are evincing greater interest in toys, dolls, games, picture books and other children's goods as the result of the special way we are playing it up—see page 31 and following pages in this issue.

Come in with a good strong display advertisement in the Big Number. Forms close Sept. 25.

Bookseller and Stationer

143-153 University Avenue - - Toronto, Canada

Mme. Hendren's Lifelike Dolls

A Notable Feature of the Large Display of Dolls shown by

Wm. Croft & Sons, Limited





The most humanlike Babies you have ever seen that do not really live and breathe.

Illustrations show two of our Talking Dolls. They say Ma Ma quite distinctly.

Mother will succumb completely to their Baby Charms and buy one for her Dimpled Darling.

Prices range from $7.20 doz. to $20.00 each.

Our Xmas Catalogue is now being mailed

Wm. Croft & Sons, Limited

Sole Distributors of Mme. Hendren's Dolls

436-438 Wellington St. West

Toronto **Canada**

The House with the largest range of Celluloid Toys in Canada—at Popular Prices

If our representative does not call on you, don't hesitate to **write or wire** at **our expense** for Sample Parcel which will have our prompt attention.

Our Sample Parcels of Celluloid Toys are priced at $20.00, $30.00, $40.00 and $50.00. Be sure you state the value of Sample Parcel required. Our expert in this department will please you.

Additional lines we handle:

Picture Books
Stationery
Toy and Building Blocks
Dolls
Games
Tinsel Decorations for Xmas
Fancy Goods
Leather Bill Folds
Boys' and Girls' Leather School Bags
Chess and Checkers
Checker Boards
Dominoes
Playing Cards
Men's Belts
Boston Garters
Boston Arm Bands
Toilet Articles
Manicure Sets In Rolls

E. DAVIS & CO., Drummond Building MONTREAL, P. Q.

PROMPT DELIVERIES



FLAGS! for Fall Fairs

Fall time is Fair time and Fairs mean Flags for homes, stores and public buildings.

Let the people of your town know that you can supply their flag requirements. You can supply them satisfactorily with a stock of the Flags we offer. All sizes—2 x 3, 4 x 6, 6 x 8, 8 x 12, 9 x 14, 12 x 16, 14 x 18, 17 x 24, 18 x 30, 22 x 36.

COTTON FLAGS ALL ON STICKS

THE FLAG HOUSE OF CANADA

E. H. HARCOURT CO., LTD. 255 WELLINGTON STREET W. TORONTO, CANADA

GAMES THAT SELL WELL THROUGHOUT THE YEAR

No Aggressive Dealer Should be Without a Supply of These Easy Sellers



THE FAMOUS TALKING BOARD

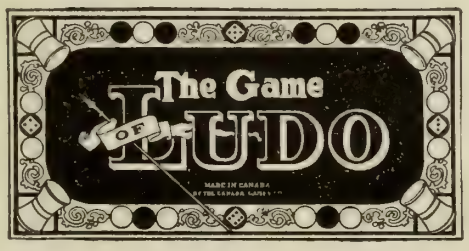
Large Size, 13¾ x 22.....$18.00 per doz.
Small Size, 12 x 18..... 10.80 "



A game that is always popular with young and old. One of the very best sellers. You can make no mistake in stocking up on Parchesi.

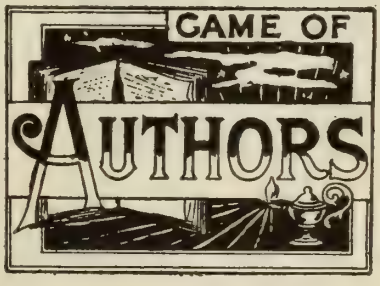
MANUFACTURERS OF

Checker Boards and Checkers
Cribbage Boards
Parcheesi, Ludo
Halma
Ups and Downs
(Sometimes called Snakes and Ladders)
Tiddley Winks
Dr. Busby, Golden Locks
Authors, Nations
Old Maid
Lost Heir
Peter Coddles
Snap
Donkey Party
Castaway
House that Jack Built, Etc.



Sold by all Jobbers

Send For Price List



The Canada Games Company

TORONTO, ONTARIO

THE GERMANS THOUGHT WE COULDN'T FIGHT

THEY MUST HAVE ALSO THOUGHT OUR BOYS A LOT OF COWARDS

This is a fac-simile of a handbill dropped from a German aeroplane on the battlefield of Chateau Thierry, in July, 1917. Picked up by David Hutton, one of our own boys, a member of the 12th Regimen Artillery, Regulars. This regiment was among the first to reach France after declaration of war by the United States against Germany, and among the last to return to the United States.

Life, Liberty and Happiness

So long as the Administration is determined to keep the war going there is only one way for you to get out of this miserable fix and that is for you to stop fighting. You can do this honorably. As a free born American citizen you have the right to

life, liberty and the pursuit of happiness

The American constitution guarantees to you these rights. **Exercise them!**

Get out and dash to safety! If you don't, you stand a very slim chance of ever seeing Broadway or the old home again.

The Wall Street millionaires may like this war, because they are becoming billionaires. But you will have to pay for it all, my boy,

pay for it with your blood and taxes

and the tears of your loved ones at home.

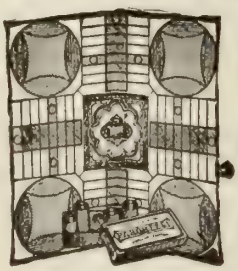
If you were fighting on your own soil against a foreign foe it would be another matter, but what are you doing in Europe? France is not your country, neither is Belgium nor Alsace Lorraine. Are you satisfied that you are in the full enjoyment of your "inalienable rights to life, liberty and the pursuit of happiness" as promised to you by the

American Bill of Rights?

The years will be lean and weary and the work will be hard and long for you and the longer the war lasts the longer will be the debt which you will have to pay to the money magnates of Wall Street for the munitions you are shooting away.

Don't give up your life till you have to and don't give any more labor for the **benefit of the money trust!** Quit it!

For many months these boys have been stationed in Germany, returning to New York, August 6. The majority of the boys in this regiment are of Irish parentage, and in France were known as the American Blue Devils. The Germans stood a mighty slim chance of getting recruits from that bunch of Irish "Heinie" chasers.



No. 1 PARCHEESI

is made of highest grade bookbinders' board, covered with durable and handsome black paper with blue labels printed in best gold bronze. Bone dice, brass bound counters and four paper-covered dice cups. Per dozen, **$8.50.**

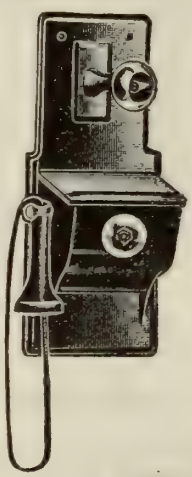


NOT A TOY, BUT A PRACTICAL GAME

Size of table game, 3½x5 ft. Complete set pool balls, numbered; triangular frame; four hardwood cues, 36 in. long; one pool table bridge. Complete outfit packed in heavy strawboard box with handsomely colored label. To convince you of saleability of this article, we are willing to ship you a single sample at the very lowest price, namely, **$10.75 each.**

SELRIGHT TELEPHONE

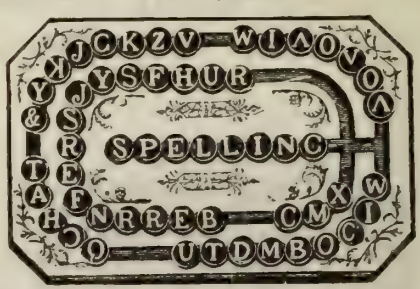
This is the most attractive toy offered to-day. Its dimensions: height 9½ inches, width 4¼ in., depth 3¼ inches. Finished in gloss black, nickel bell. Can also be used as a bank. Opened with a key. Price, by the dozen, $2.25. Gross lots from factory, **$24.00.**





PLANCHETTE

No other game has the marvelous and mysterious fascination equally with Planchette. All other "Talking Boards" now made have been patterned after PLANCHETTE. It originated in France many, many years ago and during all these years has been consulted as the revealer of past and future events. Per dozen, **$4.00.**



THE UNIVERSAL SPELLING BOARD

Has 56 lettered blocks made of hard wood and beautifully enameled. These letters rotate freely in the grooves of the board. The board itself is 9½ inches wide and 13½ inches long, made of hard wood and highly enameled and ornamented. Each board is packed in a neat, durable pasteboard box. A trial order of these boards always convinces the dealer of their ready sale. Packed one dozen to the case. Per dozen, **$8.50.**

SELCHOW & RIGHTER CO., 620 Broadway, New York City

Christmas Tree Ornaments?

Why, Yes - Here They Are - At Prices That Mean Good Profits For You

GLASS TREE ORNAMENTS

Made in U. S. A.

	Gross.
No. 250—2" in diameter, assorted to the dozen, 3 red, 3 green, 3 gold and 3 silver	$4.50
If wanted in red and green only, price is	$4.75
No. 300—2½" in diameter, same assortment	$6.00
Red and green	$6.25
No. 350—3" in diameter, same assortment	$7.50
Red and green	$7.75
"Assorted colors" includes red, green, blue, gold and silver.	
No. 450—Oval shaped, 2" high, with fancy design on it. Assorted colors to the dozen	$4.50
No. 5300—Two colored frosted glass balls, as red and silver, 3". These colors are put on so that they blend and also show up many designs. Assorted colors	$9.00
R. W. & B. silver colored ball with a ½" red band around the centre. Above and below this band is a blue band ¼" in width	$9.00
XMAS—This ball is similar to "R. W. & B." This one has a white band around the centre with "Merry Christmas" printed on it. Above and below is a red band ¼" in width	$9.50

FANCY GLASS ORNAMENTS WITH REFLECTORS

No. P3N—Glass ball with 2 reflectors, 3" in diameter, assorted colors to the dozen	$9.00

SPECIAL GLASS ORNAMENTS from last year's stock

These goods are not as nice as this year's goods, as the colors are faded, but we are making a special price so that you can have a special bargain.

No. 300—3", 1 dozen in a box, ½ dozen silver, ½ dozen assorted colors	$4.50
NOTE—This size ball in this year's stock cost $7.50.	
No. 350—3½" in diameter, same assortment as 300	$6.00
No. 400—4", same assortment as 300	$7.50

Please note that these numbers differ from this year's numbers, whereas the No. 300 of this year's number is only 2½" in diameter last year's No. is 3" or is equivalent to the No. 350 this year's numbers.

TINSEL GARLANDS, SILVER, AND GOLD

	Gr. yds.
1212—1/2 Gross, Box, ¾" wide	$1.50
1612—1/4 Gross, ½" wide	$2.40
2418—1/6 Gross, ¾" wide	$3.60
2818—1/6 Gross, ⅞" wide	$4.50
4820—1/12 Gross, 1½" wide	$8.00

ORNAMENTS

440—1 Gross, assortment of Colored Pictures, Tinsel trimmed, about 5" long	90c
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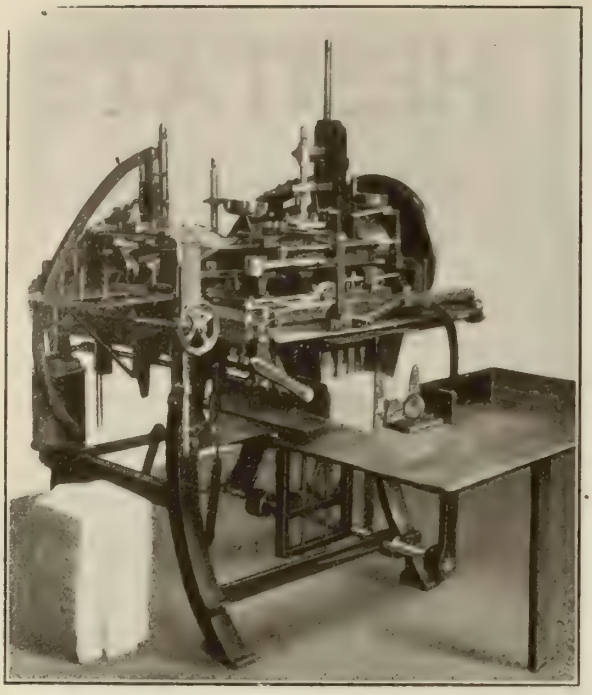
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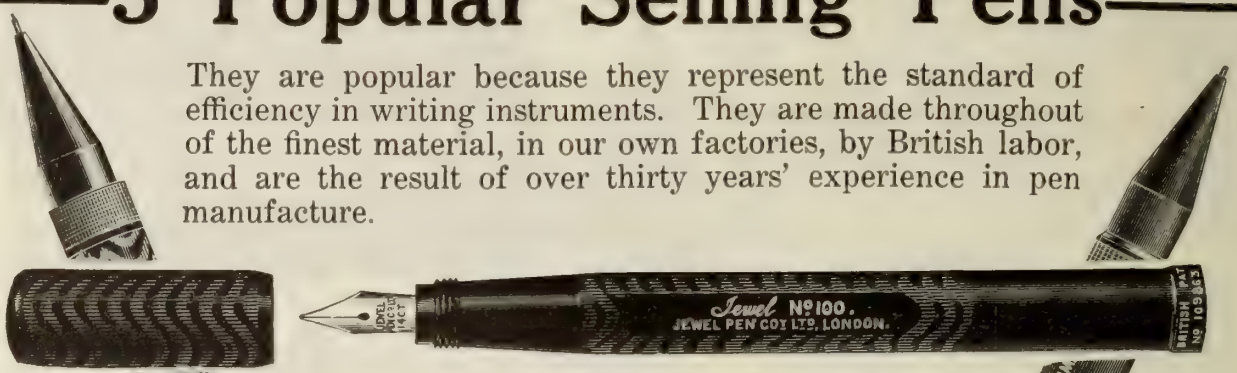
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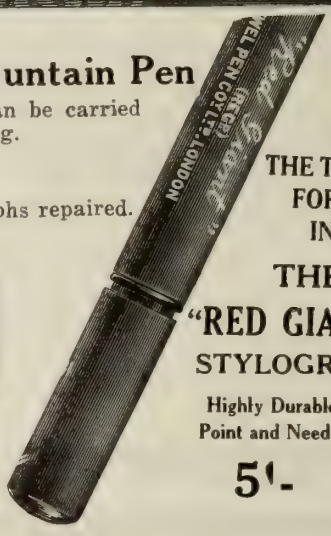
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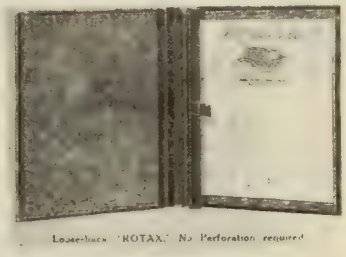
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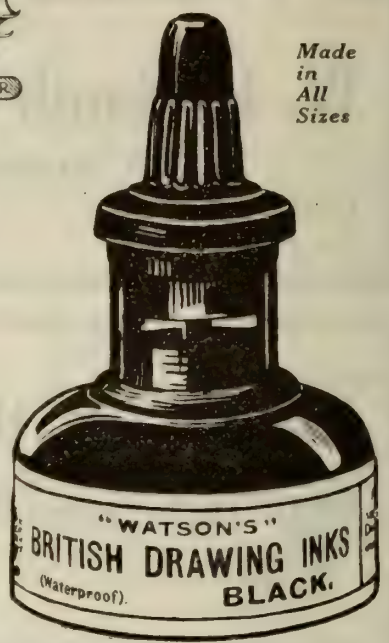
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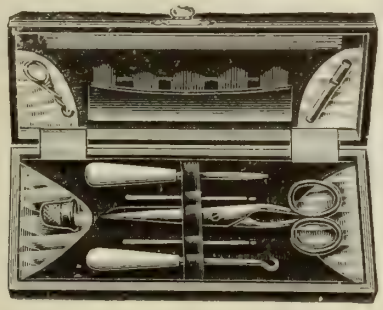
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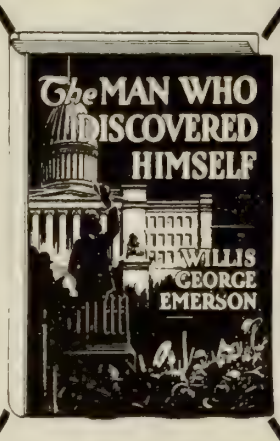
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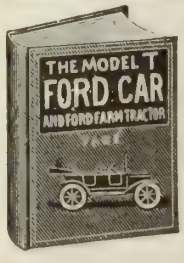
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Canada's Oldest Publishers - TORONTO

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXI. SEPTEMBER, 1919 No. 9

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Display Plus Enthusiasm Will Sell Wallpaper
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THE MACLEAN PUBLISHING COMPANY, LIMITED

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THE FIRST OF THE FALL BOOKS

Here are several new books of very wide interest that we have for early publication: Art and War, the famous Canadian War Memorial Paintings in book form will appeal to every Canadian and is sure of being the big art book of this year. Early in September we will publish "Bob and Bill See Canada," an all-Canadian juvenile, that will impress on youthful minds the wonders of our own country and its industries. Now that the better classes of schools encourage Nature study, the Birds of Peasemarsh will fill a long-felt want for an all-Canadian book on the subject. That Ludendorff's book is eagerly awaited is vouched for by the fact that press despatches regarding its publication have already appeared in a large number of American and Canadian journals.
A complete descriptive list of Fall books will be found in our big new Fall catalogue.

Do Animals Talk?

Doctor Wm. J. Long says they do, and his assertion is based on long and scientific observation. How do birds find their mates that have been captured and carried far from their haunts? What makes an animal detect the presence of a stranger, even before he can be seen or questioned? How is it that some people can quiet ungovernable animals, while others are perfectly incapable of doing so?

To these and many other questions Doctor Long gives us answers, proving that there is an unknown side of animal life that can be made clear to the every-day child or man without the necessity of consulting scientific books and thesis.

HOW ANIMALS TALK

By William J. Long. Illustrated, $3.00 net

A New Canadian Juvenile

Two intelligent and exceedingly human rabbits, named Bob and Bill, growing tired of the monotonous life they have been living among their native haunts in a Nova Scotia forest, decide to tour Canada from Coast to Coast. Bob, who is white, is of a thoughtful turn of mind, while Bill, his black companion, sees the humorous side of life. They tour each Province in turn, seeing the sights of greatest interest and take special pleasure in acquainting themselves with Canada's leading industries. This book is really their diary, written in exceedingly clever style in rhyme. Those who read it will have a greater conception of Canada and things Canadian.

BOB AND BILL SEE CANADA

By Alfred E. Uren. Illustrated Cloth $1.25

Compton Mackenzie's Brilliant New Novel

Sylvia Scarlett, already known to Mr. Mackenzie's readers (and if they don't know her she is worth meeting), turns up in Russia a vagabond cabaret singer, having left behind her the safety and success she had found in England. Through Russia, Rumania and Serbia, Sylvia makes her way, having one adventure after another and learning much about life as she faces it under the heightened stress of way. In the debacle of Serbia, she and Michael Fane are thrown together, and caught up and hurled into the thick of great events. In the end they find love and peace, and a Greek Island in the Aegean. An unusual romance, with its outstanding characters, its train of strange events and the magic of Mr. Mackenzie's style to heighten the reader's enjoyment.

SYLVIA AND MICHAEL. By Compton Mackenzie. **Cloth $1.75 net**

Canadian War Paintings Make Sensation

No matter what the future may bring forth, Canada at the present time possesses the greatest collection of War Paintings in the world. The collection created a sensation in London and more recently in New York, where they were enthusiastically received by the public and critics alike. The pictures make a poignant appeal of realistic documentation, recording practically every phase of Canadian operations. The collection is at present being exhibited at the Canadian National Exhibition. A collection of reproductions of the best of the paintings, with an introduction by P. G. Konody, is now available in a book form, under the title of

ART AND WAR **$7.50 NET**

Ludendorff's Own Story will Startle the World

This book, the first official statement from a member of the German Great General Staff, is rich in disclosures that will produce wide discussion. It is easily the publishing event of the year. It will be issued in two large volumes, with many illustrations.

LUDENDORFF'S OWN STORY

Probable price $7.50 per set

Margaret Deland Creates Another Old Chester

West Meadows, quaint and charming, which clings to the slope of one of Vermont's green mountains, is pictured with the same skill, the same mingling of reality and romance that has made Old Chester and its people live in the minds and hearts of countless readers. And against the background of the village and its life Mrs. Deland sets the drama of Alice, and her struggle to harmonize love, duty and a New England conscience. The book is called,

THE PROMISES OF ALICE

By Margaret Deland. Cloth **$1.50 net**

Canadian Birds and Their Ways

The steadily increasing interest in the lives and habits of our native birds is one of the most encouraging indications of our gradually widening education. An entirely Canadian work just published gives a well written and well illustrated description of the surprisingly interesting variety of the Birds of Peacemarsh, a Canadian bird sanctuary.

BIRDS OF PEASEMARSH

By E. L. Marsh. Illustrated. **$1.50**

THE MUSSON BOOK CO., LIMITED, Publishers, TORONTO

Editorial Chronicle and Comment

OUR readers, and particularly those personally acquainted with Col. J. B. Maclean, President of the Maclean Publishing Co., will learn with deep regret and heartfelt sympathy of the sudden death on August 17, of his son and only child Hector, aged sixteen years.

Hector was on a camping trip with Upper Canada College boys and was taken suddenly ill with acute indigestion. He was rushed in to Temiskaming, where medical attention was secured, but they were unable to save his life.

SCIENTIFIC BUYING

ENOUGH ink for a good-sized river has been spilled in dilating upon the merits of scientific salesmanship, and to good purpose too, but what about the development of similar tactics as applied to the buying of goods? Some sound advice along this line was given in a recent issue of the Seattle *Post-Intelligencer,* from which the following quotations are made:

"This general recognition of the fact that the selling cost of an article is as much a matter of round hard dollars as the manufacturing cost, and that it is subject to the same economies and the same approaches to efficiency, is wise and timely. Every short cut toward economy that can be made is to the advantage of humanity. It is not so very long ago that salesmanship was a matter of taking a prospective purchaser around the various saloons and cabarets until he was pop-eyed and groggy, and then he was turned over to some cool-headed individual to sign him up. Showing the customer a good time was a rather expensive way of doing business; it had its own development until the entertainers ceased to even remotely resemble salesman. But the system was self-destructive, because it was uneconomical, costly alike to buyer and seller. The successful salesman of to-day is a business man, pure and simple, with a working knowledge of practical psychology and a thorough understanding of every phase of business he represents.

"Salesmanship, however, is only one side of the transaction. It takes two to make a bargain. There must be a buyer as well as a seller, and it would seem that the seller is getting all the benefits of this commercial education. It really should be co-educational. As it now stands the buyer is at a disadvantage, and must do the best he can without any scientific aids other than those he secures at the costly school of experience. The buyer should not be left dependent upon his empirical resources. He, too, should be taught something of the tricks of the trade. Otherwise business is certain to become lopsided. If salesmanship is to be made a science, purchasing must eventually be made one, from the bargain hunting lady of the house to the head of the department.

"We cannot afford to make the salesman irresistible and leave the buyer without any adequate defence. If we equip the salesman with psychology, manuals of arms and tactics, we should instruct the buyer in fortifications and the tactics of defence. After all there are more buyers than sellers."

CONCERNING INSURANCE

HAVE you enough insurance on your store? This does not mean that BOOKSELLER AND STATIONER is trying to sell insurance, but the question is prompted by what those in touch with many retail merchants tell us about the small policies held by many firms. Many serious losses are constantly occurring because merchants do not adequately protect themselves. You have a good store and a good stock and a business that has taken time to establish. You probably reckoned the replacement cost when you put on the insurance and acted accordingly. But have you ever stopped to think what your replacement cost would be now? The buying price of many lines of supplies has greatly increased. Has your insurance kept pace? You may say you are willing to take a chance and be covered on your initial investment. Well that is your own affair, but there is a real situation here that cannot be overlooked. A stock that has been in only a short time could not be replaced now for a good deal more than it cost. Many lines are still advancing. You can figure out everything for yourself and it may surprise you to find out how much the difference is. The point is, if a fire should wipe out your store to-night, would your insurance policies protect you? This is a point that should not be overlooked.

TOY TRADE OUTLOOK

IT is stated on the strength of information obtained from authoritative sources that the production of toys made in Canada last year was over $800,000 and that this represented about one-third of the total value of the toys sold in this country last year. In the same year the value of toys imported from the United States was well over the million-dollar mark, the rest coming chiefly from Britain and Japan.

All things considered, the showing made by Canadian toy-making concerns may be said to be a most satisfactory one, indicating, in spite of the many "false alarms" among the numerous toy "factories" that sprung into being as the result of the roseate picture of prospective fortunes to be made in the manufacture of toys as painted in the course

of the toy propaganda of the Department of Trade and Commerce, that a considerable number of manufacturers went about producing toys on a sound business basis. Toys made of wood are among those which have been marketed with outstanding success by Canadian makers and this is true also of one or two manufacturers of dolls. These are also being successfully produced for trade in other lands, and representatives of Canadian concerns are at present in England arranging connections for export trade.

Now that the war is over a big handicap has been removed from the path of British toy-making concerns and the natural result will be a considerably increased total of imports of toys from Britain over last year with the prospect of still larger importations next year in view of the fact that the handicap under which the Old Country concerns have been operating still exists to a considerable degree. That some of them have got into shape to fill orders from the Canadian trade is indicated by the good representation of British firms among the toy advertisers in this toy trade number.

An especially satisfactory development in the war years has been the establishment in Canada of special factories for the manufacture of high-grade toy lines that had previously been largely imported from the U.S. factories.

All this activity has been a blessing for the trade so far as the retailers are concerned, and it is a significant fact that many retailers in book, stationery and kindred lines who had come almost to the point of dropping toys altogether, are now playing up the department so energetically that it bids fair to rank in turnover with other chief lines of merchandise making up their stock in trade. This trend is bound to continue and all members of this trade should look to it that no further progress is made by hardware dealers, dry goods stores and others in making inroads on this legitimate field of the merchants served by this trade newspaper.

CHILDREN'S GOODS

OUT of a hundred cards sent out to a selected list of retail book and stationery stores, presenting a questionnaire relative to the toy trade, with special reference to the advisability of devoting more attention in BOOKSELLER AND STATIONER to the toy trade and kindred goods, thirty-one replies had been received up to the time of going to press and it is a significant fact that of these, only five replied in the negative, the other twenty-six favoring this idea.. However, we have since hit upon a plan that will, we are sure, find favor with even the small minority, this being our "Children's Goods Section" presented for the first time in this issue.

All the retailers, even those who restrict their business to books and stationery proper, sell children's goods as included in book and stationery stocks and this department will consequently be of vital interest to them.

THE COPYRIGHT INEQUALITY

C. J. DENNIS, an Australian writer, in a letter to the Sydney *Herald,* protests against the difference in copyright regulations between United States and Australia. An American writer in order to secure protection in Australia, has only to sell one copy of his book in London, while an Australian writer, wishing to protect his material from the United States pirate, has a long row ahead of him. He has to have his work set up, printed, and published in United States, and it has to be done within a certain time limit, which places a very serious handicap on his original publishers.

This condition of affairs was brought about in the first place because the labor unions wanted to protect their trade in United States. They figured that by keeping out printed books in this way it would make more work for their trade. No doubt it has worked out in this way, but it is working out in another way, and one that is very unfair to the author who depends on protection from piracy in order to make a living. Some Old Country houses work through branches they have established in America to overcome this handicap.

The Sydney (Australia) *Herald,* commenting on the inequality in regard to the matter, says in part: But these (American branches) are in a minority, and the fact remains that the British author is sadly handicapped by comparison with the American. The Australian author suffers a greater disability than any. As long as there was no Australian literature which had a great appeal outside Australia and the mother country, this did not matter. But now America has "discovered" Australia, and has found that both have much in common. The race that has produced the Anzacs is a good field to exploit; but the Australian author and the Australian publisher cannot hope to get in the American market except under conditions involving great and very unfair expense. Copyright is an international affair, and perhaps the League of Nations may put it on a different basis. But along whatever path the remedy is found, we hope that there will be some consistency between the policy of the nations. The Australian author has a hard enough time as it is, without losing the fruits of his toil through such flagrant anomalies as those mentioned by Mr. Dennis.

ADVERTISING of the right kind shortens the distance between human minds just as surely as the railroad shortens the distance between places. It is still possible to walk from Toronto to Montreal, and it is still possible for a business to get along without advertising. But — why not use modern methods of "Getting there?"

How Trade Association Helps Retailers

Some Pointed Remarks by the President of the National Association of Stationers of the United States

ON the subject of the value of an association to the men in the trade, the following article by President W. H. Brooks, of the National Association of Stationers of the U.S., will be read with interest in Canada, where trade organization is at present a live issue. Mr. Brooks is a member of the retail firm of William F. Murphy & Sons, of Philadelphia. The article is reprinted from the National Association "News":

"There is heard from time to time the question, "What is the benefit of the National Association to me and what is it doing?" To answer this question in detail would take a great amount of space and a considerable amount of time, but a few answers to this question may be of interest to those who have any doubts about the value of this organization.

First—It has focussed the thoughts of a great many people on one idea—co-operation, and made concerted action possible; it has made a better understanding and knowledge of each other between the retailer, jobber and manufacturer, by the personal contact and social intercourse at the conventions and elsewhere; it has remedied many trade abuses and customs, and has eliminated many other faults which an individual could not do; it has accomplished the standardization of many lines of goods as to size, etc.; it has eliminated unnecessary sizes, numbers, and colorings of goods, for which there was little call or where they were duplicates of other goods; and in this alone, saved the manufacturers and dealers an unnecessary investment, and at the same time, gave our customers just as good service.

It has improved the packing of goods by the suggestions made by your different committees.

It has educated the stationer in the cost of doing business, and the catalogue commission has given the members an intelligently worked-out recommended resale price list, based on the cost of doing business, "The Morale of the Stationer." Business has been wonderfully improved and many who were indifferent to their business are now taking a renewed interest and pride in the success of their undertaking.

There are many more things that the association has done, too numerous to take up in this short article; but there is one more thing that should be mentioned, as it is a great convenience, and is of considerable value to all of us, and that is the "Who's Who" directory of the association members, which is indispensable.

The increasing membership shows the appreciation of the trade in the value of the association. Won't you make an effort to do some stationer who is not a member a good turn by getting him to join, so that he may enjoy the benefits you are getting?

Supplementing this it is interesting to refer to a remark of a man who is third owner of a large retail stationery house on the Pacific Coast in the States. He made the statement that up until the time that the association was organized, that their firm and several others were just about holding their own, but since then their business and their profits have increased year by year until it is a most satisfactory business at the present time.

N. Y. BUREAU FOR CANADA

Lieut.-Col. John A. Cooper, a past president of the Canadian Press Association, a former editor of the Canadian Magazine and founder of the Canadian Courier, has been made a special representative of the Canadian Government. He has established a bureau of information in New York, which will be available to American writers and publishers.

MAC BUYS A HAT

M. G. MacLean set out for the West and A. B. Dewberry for the East with the Allen line of books, leaving Toronto on August 18th full of confidence that big autumn business would accrue on the strength of the many goods things included in Thomas Allen's autumn list. Mac, by the way, had to buy his chief a new hat because he proved to be a poorer prophet than T. A. as to the prospects of the author of "Industry and Humanity" being elected leader of the Liberal party at the recent convention at Ottawa.

The merchant may be a good advertiser, a good buyer; his store may be located on the best corner in town, but he can never afford to overlook the fact that after all his business is judged largely by his employees, his salespeople, who serve the public directly and personally.

Be careful never to promise what you cannot fulfill, and if urged to make a special effort to accommodate a customer when you are doubtful as to your ability to control circumstances, tell him the truth.

W. B. Wilkins, formerly manager of the Musson Book Co., Toronto, participated in an interesting event when he and Mrs. Wilkins were present at the golden wedding of the latter's parents, Mr. and Mrs. J. F. Reid, in London, England, in July. Mr. Reid founded, and has for thirty years edited "The Meat Trades Journal," of London. Mr. Wilkins was among those who responded to the toast of "The Children and Grandchildren."

BACK TO BOOKS

Victor Trowles is back at his old post with George J. McLeod, Ltd., after having been overseas with the 4th Battalion since August, 1914. He was a signaller. A remarkable circumstance is that he was not one day, in over four years, away from his battalion, and as the 4th Battalion was part of the famous shock troops it will be appreciated that he was mixed up in many of the most furiously contested battles of the war.

Retails stationers who are holding off in their buying would do well not to bank entirely on a future reduction in staple stationery and office supplies. It is well understood that considerable stationery is being exported and the manufacturer who now has added to his domestic selling, foreign business as well, has no trouble in selling his merchandise at current figures.

Buyers from Buenos Ayres are in the market for paper and office equipment. Rio de Janeiro needs books, stationery and office equipment. Sao Paulo, Brazil, books and stationery; Iquique, Chili, books and stationery; Havana, stationery, toys, drawing materials, etc.

The White & Wyckoff Mfg. Co., Holyoke, Mass., manufacturers of fine stationery, are cramped for room and in order to make room for the increased business the company has started work on a two-storey addition to one of their factories, which will give them additional space of 40,000 square feet. Each floor will be 100 by 200 feet. With this addition the floor space of the company will be 250,000 square feet. This is the sixth time that the capacity has been increased and is particularly interesting in view of the fact that next month this company will celebrate its thirtieth anniversary.

Demand for social stationery is invariable for the best quality and with no hesitancy over prices. Despite the heavy advance consequent on increase in cost of raw material, and particularly of labor, the consumer is quite ready to meet the financial requirements for superior productions. Without exception the high-class social stationers report orders taxing their ability to produce.

Another new commercial stationery house has just commenced business in Toronto, under the name of J. H. Damp & Co., having taken premises at 104 Richmond Street West. Mr. Damp was for fifteen years in charge of the supply department of the United Typewriter Co., Toronto. The new firm sells office supplies, specializing in carbon papers, typewriter ribbons and duplicator supplies.

The Directory of booksellers of the United States as newly prepared in the Book-Trade Manual for 1919 contains 3,700 names, this total including every type of store that handles books—new, second-hand, religious, law, educational, etc.

New "Stunts" for Boosting Business

Hints for Dealers and Their Assistants—Suggestions for Promotional Work, Newspaper Advertising and for Window Display

SELLING AUTO MAPS

BOOKSELLER AND STATIONER has from time to time pointed out the advisability of pushing sales of automobile maps and other pocket maps, and in this connection it is interesting to refer to the success in this line that has been scored by Horder's, one of the leading firms of retail stationers in Chicago. It shows a new way of advertising automobile maps. A large detailed map of the territory within a couple of hundred miles of Chicago is spread on the rear of the window, and then strands of narrow ribbon, leading from certain points on the map to the front pane, connect there with neat little pasters on the window, telling the name and nature of the points. Thus the eye is saved the tedious trouble of seeking out the points of interest on the map. Half the work of looking over the map is done in advance for the window gazer. Interest thus developed promotes many sales.

HELPS BOOK SALES

Booksellers should take advantage of the press discussions regarding such books as "The Birthright," "The Clash," "Politics and the C.A.M.C.," and other books dealing with questions regarding which there are marked differences among Canadians, by pushing their sale. The hotter such discussions become, the stronger will be the demand for the books. It would be good business, therefore, for booksellers to clip articles from newspapers, paste them on a bulletin board at the front of the store and direct attention to the books which should be prominently displayed in one of the show windows.

MAKES AUTHORS HELP

To introduce his book department, the owner of a New York drug shop performed a rather daring stunt by writing to a dozen popular authors asking how they came to write their first novel. Authors dislike publicity about as much as a small boy dislikes strawberry jam, so out of a dozen he received seven replies. These were mounted on cards and conspicuously placed in his window, together with some unusual arrangement of the six best sellers.

SELF SERVE IDEA

The Pringle Drug and Book Store, of Medicine Hat, displays magazines in a revolving metal rack in the centre of their broad entrance, close to the street line. The rack holds a great many magazines and takes up little space. Customers help themselves and come into the store to make payment. The store is in a prominent location and many sales are made.

ON APPOINTMENTS

Keep all appointments you make with the traveling men. Remember their time as well as yours is valuable. Show them the same consideration that you show to those to whom you sell goods. You do consider your customers, do you not? Why? The reason is obvious. Well, then, why not apply the golden rule in your relations with the men who come to your town to sell you goods to help you to make more money. On this subject of appointments the Philadelphia "Public Ledger" publishes the following:

Day by day we are coming to realize our dependence upon each other. The great problem is to so direct that dependence that our efforts may not be wasted.

We are brought each day face to face with the fact that it is the economies of business that make the profits.

We must recognize the growing necessity for energy, the value of efficiency and the wisdom of concentration which in itself embraces all the elements of success in business life.

Everybody is in business one way or another, and whether it be much business or little, it involves keeping appointments. An appointment is a promise or an agreement to be in a certain place at a certain time and obviously for a certain purpose.

It involves two people; sometimes more than two.

Is a promise that involves all this worth keeping exactly as agreed upon or not?

The whole structure of business is more or less like the running of a machine; and a complicated one at that. In order that it may run smoothly, every one concerned must be dependable. Dependability rests on each one doing what he promises to perform and on the dot. Otherwise the business machine halts, jerks, gets out of the smooth running that produces its best results.

And the friction causes loss. Hence the common expression: If everyone would do as he says he will do, life would be easier and results better.

Promptness in keeping appointments may be put down as the first necessity of all business relations. Young men and women just entering commercial life should regard this as the one great habit to cultivate. Every employer prizes it. Every employer will forgive and forget what is incorrectly done because of ignorance, want of regard for what one promises to do—that he will not overlook.

What a person does not know is no disgrace. He can go to work and learn it. But what a person does not do, having promised to do it, finds no excuse. It is a defect in character.

Again, defective character means defective conduct, and that ruins business.

GOOD DISPLAY IDEA

Four different booksellers in various parts of Saskatchewan and Alberta who were interviewed recently, made the statement that reprint volumes were in far greater demand than the first issues. C. D. Emmon, stationer at Wetaskiwin, stated that he sold three times as many reprints as originals, and S. R. Trout, of Gull Lake, professes to have had the same experience. The latter is in the habit of cleaning out his old stock at half price when the latest supplies or reprints arrive.

The Pringle Drug and Book Store at Medicine Hat has adopted a unique method of displaying its reprints by filling a plate glass window full of books laid flat against the glass. This is accomplished by a series of plate glass or wooden shelves each supported on vases.

GOOD SIDE LINES

C. D. Emmon, stationer at Wetaskiwin, Alta., stocks wall paper, using a separate room at the rear of his store for display purposes. He finds that it is a big seller in the Spring and early Summer. He also stocks phonographs, and does an extensive business in the Autumn months of the year, particularly in the sale of records. In dressing his windows this merchant has one chief thought, to arrange a color scheme that will catch the eye. On the occasion of the peace celebration this summer, and the opening of the annual fair he arranged a flag window with excellent results.

FEATURES SPORT GOODS

S. R. Trout, a dealer in Gull Lake, Sask., complains of the difficulty of securing sufficient baseball goods, and baseball and football shoes to supply the demand. He has developed the sale of sporting goods to the point where he controls the bulk of the trade in this town. Mr. Trout has won leadership in this regard by taking a special interest in sport, and by striving to meet the needs of every class in the district. The close of the war, he says, has brought a great revival in outdoor games of all kinds.

SNAP-SHOT ALBUMS

O. G. Gill, Ingersoll, appreciating the demand for photo albums that is concurrent with, or, at least, follows close upon "snap-shotting," has been featuring this line in recent advertisements in the Woodstock "Sentinel-Review."

Live Methods of a Western Firm

Red Deer Firm Does Good Business in School Supplies and in Books—Reprints Are Especially Good Sellers Here

THE Goetz Cornett drug and book store at Red Deer, Alta., is doing a very handsome business every fall in the sale of school books and supplies to all the school districts in that section of the country. Early in the month of August each year printed circulars are prepared and sent to the secretary of each district. Many orders are secured in this way that might otherwise be sent to the larger centres.

The same method of going after business is employed in the book department, monthly booklets containing a list of the latest volumes in stock being mailed out to all the English speaking people in the district and to some foreign residents.

The stationery end of this business has been handled for the past eight years by W. J. Stephenson. He is a man who personally takes the keenest interest in books, and he has greatly increased the sale of popular novels and other volumes by his aggressive methods. When he first took over the stock there was a very small stock of books on the shelves. To-day they occuuy all the space on several tables and counters, for this salesman believes in getting them out in the open where they can be picked up and examined by the visitor to the store.

He believes that by specializing in books, keeping a large stock and making an exceptional display he has educated the buying public in his district to the delights of establishing and building up a library. Het has been surprised at the unlikely book prospects who have turned out to be the heaviest purchasers. A lending library has been established with a rate of 2c a day.

Reprints have proven the best sellers in this store, and over 1,000 of them are constantly on display on the tables. There has also been a heavy sale of books for juveniles. The store has earned the reputation of giving prompt service, and Mr. Stephenson says that orders come in to him from virtually all parts of Alberta. He carries the United States book catalogue put out by H. H. Wilson & Co., of New York. A supplementary service is furnished monthly by this firm, and Mr. Stephenson has found this work to be of the utmost value to him. No matter what book is called for he can ascertain in a moment its cost and where to place his order.

The sale of sheet music is one of the strongest features of this store, and this department has also been built up by long continued aggressiveness. The music is suspended from wires strung across the store over the counters and show cases, as well as on tables. Magazines are on sale rack immediately to the left of the entrance as customers go out. In this manner many sales are made to those who visit the drug department.

This firm, like many other drug and stationery concerns in Western Canada, is doing an excellent business in the sale of Victrolas and phonograph records. In this connection, too, circulars are sent out during the fall of the year, calling attention to the excellence of this machine, and listing the great number of new records on hand.

BIG BUSINESS IN FLAGS

Prince of Wales' Visit Occasions Unprecedented Demand—Bunting Flags at a Premium

THE visit of the Prince of Wales to Canada has brought an unprecedented demand for flags, and as to bunting the supply has been far too short.

The general public has done its share of flag buying as well as waving since the armistice in November last, as evidenced by the huge orders that have been filled by the Canadian manufacturers of flags. It is estimated that about 2,500,000 of lithographed cotton flags have been supplied to Canadian buyers by the manufacturers in Toronto and Hamilton. The flags these firms make vary in size from 2 inches by 3 inches to 22 inches by 36 inches, and they are sold by the retailers from 2 cents each to 50 cents, according to the size.

The great demand has occasioned great advances in the ordinary cotton from which flags are made.

There was some call for the "Prince of Wales Standard," but according to the manager of John Leckie, Ltd., the large manufacturers of bunting flags, there are no such flags to be had in the country. He explained that it was only on the occasion of a visit from the Prince of Wales that his standard was wanted, and there was no supply of them kept, such visits being so rare. There was a good demand for flags made of bunting. The sewn-wool bunting flags of the best British grade material, and of the largest size, measuring 36 feet by 18 feet, cost over $100 each.

Prices Have Soared

During January and February of this year there were over 300,000 cotton flags sold to the merchants of the city of Toronto by one manufacturer alone, who during that period had all his production bought by the local retailers. Adding to this figure the sales made by the other manufacturers to the Toronto trade the output of cotton flags alone has amounted to well over half a million for the citizens of Toronto since the first of this year. Thousands of more expensive bunting flags have also been sold locally.



SHEET MUSIC PRICES

"Although the subject of prices and profits is fundamental," said Thos. F. Delaney, president of the National Association of Sheet Music Dealers, at the New York Convention, "because they must be right, in order that a business may live and prosper, there is still hesitation on the part of some of the publishers to raise the selling price of their publications—particularly books — proportionately to the increase of the price of materials that go into their making, and the cost of doing business—which includes, of course, salaries for those engaged in the sheet music business, that are commensurate with their duties, and the considerable demands made upon them in many ways.

"It looks as if this matter would have to be faced and settled definitely very soon, because it seems to be generally accepted that prices will never again be on as low a level as they were before the war—at least not for many years, and consequently in order to meet the conditions, many selling prices or discounts must be changed. There should be no hesitation or question about doing this, because it is necessary and entirely fair. People are now paying more for everything they buy, and expect to, because they are receiving more money than formerly." — "Canadian Music Trades Journal."

CHANGES AT BOOSEY'S

M. A. Murray, who has been in charge of the Boosey & Co. branch in Toronto, has severed his connection with that house and returned to Schirmer's in New York, with which firm he was for fourteen years before coming to Canada. Mr. Saunders, who was in charge of the Boosey Toronto branch before enlisting in the Flying Corps, is back at his old post.

Japan, during the year 1918, exported musical instruments to the value of 1,079,711 Yen. This was a great increase over that of 1917 and 1916, when instruments to the value of 621,218 and 37,587 Yen respectively were exported. These figures are supplied by Trade Commissioner A. E. Bryan. A Yen corresponds to about 50 cents in Canadian money.

Reed & Robinson, music dealers, Edmonton, have removed to the Williamson Building at 9815 Jasper Ave. East.

A new volume entitled "Senior Practical Chemistry," comes from the University Tutorial Press, London. It is the work of H. W. Bansor, M. A.

Early Closing Difficulties

Book and Stationery Merchants Handicapped by Stationery Business Diverted at Night to Drug Stores Allowed to Remain Open

IN Calgary there is a friction between stationers and druggists over the local early-closing by-law following a letter of complaint to the city council from the following stationers: Willson Stationery Co., Ltd., Linton Bros., D. J. Young & Co., Ltd., and F. E. Osborne.

Alderman Osborne at the city council meeting said:

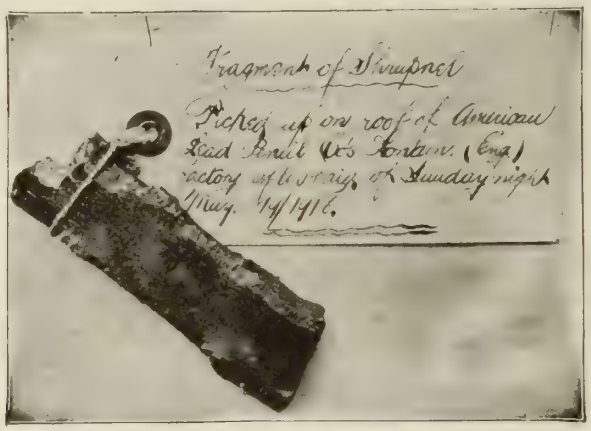
"The way the by-law has been carried out is a joke. It has tied the merchants up tight, and we have had to hustle our clerks out of the store before we could draw a half-dozen breaths. We appreciate that, but it's too much of a joke the way the by-law has been fractured into a thousand pieces. We went to five places after 7 p.m. and this is what we were able to purchase." Ald. Osborne then opened his desk and produced a number of parcels, including a small Kewpie doll, and many articles of stationery. He said that they had all been purchased after the legal closing hour. Some did not want to sell, and others refused, but there is no doubt that the majority will sell anything they have in their stores. One man refused to sell them a kodak, and told them to come around in the morning.

Mr. Osborne, continuing, said:

"They sell anything and everything, and there is nothing the druggists do not carry. They do not all want to sell, and some are very conscientious in the matter and desire to observe, but what can the druggist in that position do?"

This question has more than local Calgary interest. It affects other towns and cities in all parts of Canada where early closing by-laws are in force.

In the course of an interview with Ald. Osborne, printed in the Calgary "Albertan," he gave it as his opinion that many druggists had quadrupled their business in stationery since the early-closing by-law had come into effect. They had built up a monopoly in many other classes of goods which they were able to sell after 6 p.m. He claimed that no doubt the reason for the big opposition against the drug store early-closing by-law came from those who did the big business in articles other than drugs and surgical instruments. He did not think they were so solicitous as they made out in regard to selling drugs to the public.



VENUS UNDER FIRE

During last year's "unpleasantness," when Zeppelins were almost a "habit" with London dwellers and business men, a bomb dropped from one of them struck the building from which Venus pencils are distributed to our English cousins—at the factory and offices of the American Lead Pencil Company in London.

A souvenir in possession of the firm is a fragment of shrapnel to which a tag has been attached worded as follows: "Picked up on the roof of the American Lead Pencil Co.'s, London (Eng.) factory after raid of Sunday night, May 9, 1918."

In spite of explosions and aeroplanes and Zeppelin raids, the firm continued the un-even tenor of its way, and continued the manufacture and sale of lead pencils.

BEADS

Speaking of beads, Mahons, Ltd,, Halifax, N.S., used the whole of their 3-column by 8-inch advertisement on July 29 to talk about the new neck beads. This is what they say, in part (observe the attention given to avoiding misleading terms—"the ivory is imitation, of course"):

"Wear beads. You don't have to wait till you're all dressed up, as you did at one time. These long neck chains are meant to be worn with the simplest Summer frock, whether it be of gingham or crepe de chine. And some are so dressy that they may be worn on real 'party' occasions.

"You may wear beads if you're very young or very old, or at any one of the important ages in between. There are frivolous beads for gay, irresponsible young persons, bright or subdued tones for those who prefer them, and demure, perfectly proper beads in dull or cut jet for those who will have nothing but black.

"Then there are the link beads, liks the links of the dandelion chains we used to weave in dandelion days. These chains come in all-black, strung on silver gilt chains, in black with jade or black with rose in amber and other tones.

"Very effective are the tiny cut jet beads with a small cameo (black) pendant; and the twisted coils like braid, with long, black bead tassels, all made of the tiny, dull black seed beads. And others, much heavier, round as marbles. These in black, white and colors—the white is an imitation ivory.

"There are combination necklaces, in slender links and big ball beads. The part that circles the neck consists of the slender links. One such in mulberry tone has, at the lower end, round, smooth beads much like the mulberries, punctuated at every octave by a small jade bead flanking a big round marble in cut ivory (imitation ivory, of course). This has a round drop.

"Beads of all colors and in a variety of pretty styles to add a touch of color and distinction to your simple little Summer frock.

"As low in price as 75 cents; as high as $6."

SOUVENIR TRADE

There isn't a town in Canada where a good business in souvenirs cannot be done. Smith's bookshop, of Orillia, is one store that features this line successfully. This Summer they have been doing particularly well with souvenirs of Orillia in carved wood, glass and opal ware. They also sell quite extensively various Indian souvenirs, comprising grass, bark, quill goods and all sizes of read Indian mocassins.

FROM OUR OWN NORTHWEST

Many an author looks longingly at the stored-up romance of our great Canadian West, wishing that time and opportunity would allow him to collect the incidents and local color necessary to a new novel. Just this has been done by Bertrand W. Sinclair in "Burned Bridges," who puts an inexperienced missionary in a sparsely-settled district and has him travel through a considerable section of the West. The difficulties of a love affair with the inevitable crooked happenings, but a happy ending, and the picturing of real men and women with strength, both of fists and character, give assurance that the book should be, to a considerable extent at least, popular. This was an August issue by the Ryerson Press.

Intense interest and history value attach to a new book just published entitled "The League of Nations," by Viscount Grey and others.

Build Up Trade Through the Child

Little Folks Should Have Close Attention—Outremont Store Pushes Sale of Juvenile Goods All Through the Year—Manufacturer Should Tell Dealer His Story

MOUNTFORD'S bookshop, 1017 Laurier Ave. W., Outremont, a prosperous city immediately adjoining Montreal, and a part of Greater Montreal, makes its "Department for Children" one of the all-the-year-around features of its retailing plans. This is one of the first and most outstanding features which the Montreal editor of BOOKSELLER AND STATIONER observed when in the store recently, when Mr. Mountford accorded him an interesting interview.

"There are few who make this department a permanent one, it seems," said Mr. Mountford. "Many pack the toys and other lines up or have sales and clear them out after the holidays, but we keep them on sale all through the year, and it is one of our important departments."



Effective display has had a lot to do with the building up of the good business done at Mountford's Bookshop, of Outremont, Quebec.

The displays made continuously are such as to court favor of the children and also of their mothers. So well displayed are the toys, dolls, picture books, etc., that the customer, once within the store, is impressed favorably with the choice offered, and sales are readily made.

Has Built on Books

An important fact was mentioned in connection with the building of a permanent trade for children's goods. "The toy books have been that on which we have built our trade, and this has been very important. For instance, a mother comes in to buy something for one of the children or for several of them, it may be. She looks at the books first. That may do for her little girl. Then she will want something for the boy. He doesn't want a book, perhaps, so having the toy department she will look for something here and will find a suitable article. But nearly always a start is made with the choice of a book."

Such a description by Mr. Mountford carries a most important suggestion. It shows the way to the creation of a trade that may be developed, and which, if given the proper attention and nursing will frequently show remarkable growth. Why should any department of the bookseller's or stationer's business not be made an all-the-year-around one? Very frequently money is tied up for many months, only to eat up profits in interest charges. The Mountford business, realizing that its location was centred in a growing district where there are many children and where the juvenile population will continue to grow, has not permitted this fact to go unregarded. In the development of the idea as above stated in making the toy and juvenile section a permanent one, success has been attained.

A Wide Choice

Considerable space has been given over to toys, mechanical contrivances, kiddie cars, etc. Neat fixtures have been arranged to carry the stock both in the centre of the floor and along the walls. These fixtures have not meant a big outlay, for Mr. Mountford turned his own handiness to good account in providing the required tables, benches, etc. There is no good reason why a lot of capital should be tied up in unnecessary fixtures, and a little planning will be worth while in the arrangements necessary for the average bookstore in town or city.

In addition to a good selection embracing the lines already mentioned, various toy carts and wagons and doll carriages, etc., are stocked. Mr. Mountford referred to a recently-introduced interchangeable toy and this had already proved to be a good seller, even though the price was rather greater than that for toys of a similar kind, or somewhat similar sold before. This gave an indication of the trend toward the purchase of toys which are built to stand the racket. The buying public is beginning to appreciate the value of better goods, and this stands out in bold contrast with the old policy of buying anything which looked like a toy, regardless of its durability.

Don't Ignore the Child

It is a cardinal principle of the Mountford Bookshop that the children shall be treated with the greatest courtesy and consideration. This applies with the smallest child as well as with the 'teen age section. Mr. Mountford perceives that it is from these little buyers that trade comes, directly to a certain extent, but rather indirectly through the influence they exert at home. It is a wise policy for the very simple reason that

the child leads the parent in the matter of such purchases as will be bought in the juvenile store. Enthusiastic regarding what they have already seen in a certain store they will draw the parent thither and in the meanwhile they have continually advertised the store as a suitable place to buy by the constant references made to the store in question.

One of the important points noted while the writer was in the store was that of the very prompt attention given the customer. This was not lacking in a single instance. Immediately a customer entered, either Mr. Mountford or Mrs. Mountford came forward to afford quick service and courteous attention. It must surely be a worthwhile policy and help greatly in extending a service which is appreciated.

A Word for Manufacturers

Mr. Mountford believes that many manufacturers fail to measure the importance of the small storekeeper as a source of his revenue. In many instances —and this has been an actual experience —the big order seems to be desired by the manufacturer and considered as far more important than the moderate order from the small dealer. Mr. Mountford believes that this is where many a manufacturer fools himself. In his opinion it is the small orders which keep the manufacturers' machines turning. They are (these smaller orders)the very bread and butter of the manufacturer if he would but realize and confess it. Without these orders he would soon find his machines idle and his operators without steady employment. For the big order, once secured, can be proceeded with and made up quickly. In contrast with this the order from the retailer situated in a thousand towns and cities, multiplied as it is a thousandfold, is the source from which manufacturing industry draws its real life.

Here is an exceedingly important observation. It carries a message for the manufacturer to ponder and ponder well. The small dealer is a mighty big buying factor and cannot be ignored. The manufacturer, if he be so minded, may ignore him to-day, but he cannot do so tomorrow, and this he will readily learn.

Tell Your Story

Another observation which hinges closely upon the foregoing is that made by Mr. Mountford regarding the calls of travellers, and the imparting of sales information to the retailer which the manufacturer has and which the bookseller and stationer will be most pleased to have.

Many of the larger manufacturers have special travellers covering the ground and these men touch only the bigger centres. Even while there the time at their disposal is limited. In such an instance the smaller retailer does not see the sample line carried and in many instances does not know that the representative is in town. Mr. Mountford believes that, in such a case as this, the trade paper could be used to carry information about the goods available, which would make buying easier. This was illustrated by reference to a line of novelty dolls recently popularized at some of the bathing spots with a national reputation. These dolls would probably take well anywhere and yet there has been no information available through the trade paper regarding these, and Mr. Mountford keeps posted too on the news in his trade paper, advertising as well as reading matter. He welcomes the descriptive message of the manufacturer, and believes that this ought to be clear and to the point. "I like to know what the other fellows are doing," was his remark.

Loyalty—Advertising

A firm believer in his own business, Mr. Mountford has great faith regarding the big city of Montreal, and speaks of it as the "Birmingham of Canada." He feels that there is opportunity unmeasurable almost, in this, his adopted city. Possessing a natural harbor of great extent, it is possible to greatly enlarge this and the possibilities will be improved with expansion in this respect.

With reference to the class of immigrants coming to Canada, Mr. Mountford is of the opinion that too many skilled mechanics are permitted to pass on and into the United States. Many of these men have been apprenticed to their chosen trades for long years in Great Britain and can command high wages. They are of a superior type, very often, and this is the class of newcomer which we can afford to welcome. But in a great many instances they find their way into the United States and are there employed at good wages, better than they have been offered here. This reveals the important consideration that the American manufacturer sees possibilities through the employment of this help, and can also use it to enlarge his own profits.

In the matter of advertising, Mr. Mountford, in common with many others, values his windows highly. He believes that they are his best advertising medium, next to a well-pleased customer. Thus, on Friday evenings of the week in midsummer, the windows are considered a good medium through which weekend holidayers are interested in something for over Sunday. The Friday night trade has developed very nicely and many varied articles are bought freely, stationery among them.

Nail On to the Kiddies' Trade

A look at this splendid store through the photograph shown herewith imparts the manner in which Mountford's Book Shop places the juvenile goods before the buyer. Since suggestion is a powerful sales help, Mr. Mountford has hooked on to it by placing these "kiddie goods" where they will interest the child and the parent too. Here is a good suggestion for continuous display of goods that are sometimes considered sellers only around the Christmas season. Make your own juvenile department a live thing as has this store; it will pay you.

CHILDREN'S TRADE NOVELTIES

"Cockie Lockie" and "Luckie Pollie" are two hand-made birds by an English woman. These birds sit one at either end of a cross-bar and are creating a good deal of interest among English kiddies. They are made up in white or red and appear to be crocheted. They have wings, eyes, beaks, tails, and top knots, all of which finishing touches render them very lifelike.

There have been all sorts of "cut-outs" for the little ones to puzzle with, but perhaps the newest outfit shows bugs. These bug cut-outs can be hitched to a cut-out car and made to go. These outfits are selling on the New York market for $1.50 a box, retail. They include butterflies, swans, birds, moons, fish and bugs in general.

There are some new little battleships to be had, made of celluloid; little Japanese barques, Dutch skiffs and so on. These, of course, are very small, but very attractive to youngsters.

Another little novelty which is liable to meet with some success for milady is a small suede leather case, measuring sometimes 2 inches long and sometimes 3 or 4 inches, and enclosing a little perfume brick. It may conveniently be carried in one's silk or beaded hand-bag.

These outfits are being sold in the jewelry stores, as well as at the novelty counters in department stores.

WALKING DOLLS FEATURED

Almy's, Montreal, made a special feature on July 28 of their walking dolls. A special 3-column advertisement, 7 inches deep, made the following announcement —with a neat little "kiddie cut" at the upper left and lower right corners:

Dolly Can Go For a Walk, Take Her Hand and Start Right Off!

Have to wind her up? No, indeed, she just walks and does it very naturally too.

Come in to-day and make the acquaintance of our family of walking dolls; they will go around for a promenade with you around the department, just to show you how easily they can do it.

Two are 30 inches tall, $10.98 and $13.98.

One will not only walk but will also go to sleep whenever you want her to. $13.98.

Two other sizes, $7.98 and $9.98.

You won't be able to find these anywhere else in Montreal.

A Sunday-school teacher in a Washington church tells the following story: "I had just finished reading to the class about Isaac, Jacob and Esau. 'Now, Johnnie,' I asked, 'who was Jacob?' 'Jacob was the younger son of Isaac and Rebekah and the favorite of his mother.' 'Correct. Now, Bennie,' I said to a boy on the back seat who had not been paying the slightest attention to me, 'who was Esau?' After thinking a moment Bennie replied: 'Why, he was the man who wrote "Esop's Fables," and sold his copyright for a bottle of potash.'"

Suggestions for Advertising Toys

Practical Ideas for Newspaper Advertisements That May Be Readily Revised to Suit Particular Toys Which the Dealer Prefers to Feature

THIS article is designed to give retailers a few pointers on how to go about building up year-round toy trade instead of depending upon the Christmas season as the only worthwhile one for yielding business in the toy field. The first thing to do, after having an adequate stock of goods, of course, is to let people know that you are in the toy business in earnest, for immediate selling, and that your toy department will be doing business continuously, week in and week out, every month of the year. The public will thus soon become convinced that your toy department is a reality, not a camouflage.

The newspapers should be used for advertising to hammer home this news about your business, and with it should be linked up that other advertising ace, window display. The illustrations which appear herewith add effect to the points about advertising which it is sought to bring home to the retailer. It must be understood, however, that these remarks do not apply exclusively to the particular goods illustrated, but may be variously interpreted to apply to other toy items which the dealer may have in stock, or which he may deem it advisable to purchase for his trade.

As regards newspaper advertising a regular space should be contracted for in keeping with the size of the business to be advertised. Some merchants appropriate 2 per cent. of their business, some 5 per cent. and many even more than that for publicity purposes. A definite plan of this sort, when adopted. will determine the newspaper space which the retailer may reasonably use. For example, let us say that this space is to be two columns wide and four inches deep. Here, then, is a specimen advertisement which will serve as a model:

Other suggestions with illustrations, follow, but the one layout will be sufficient to indicate the size and typographical appearance of the newspaper advertisement.

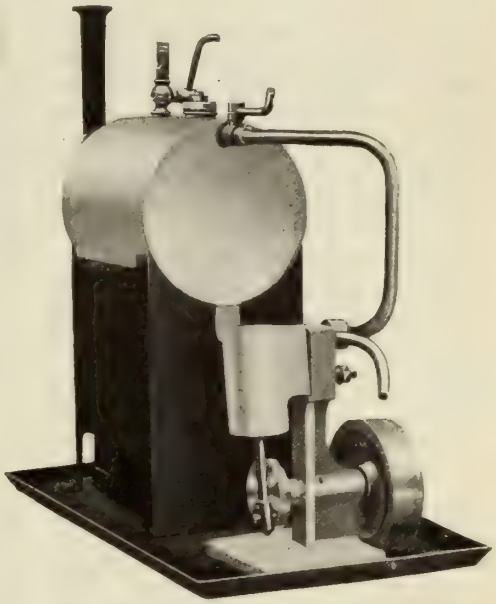
A Musical Doll

This doll, when shaken, produces musical chimes as do other toys we are showing, including toys that walk and dance. Among them are funny cats dogs and chiming Teddy bears.



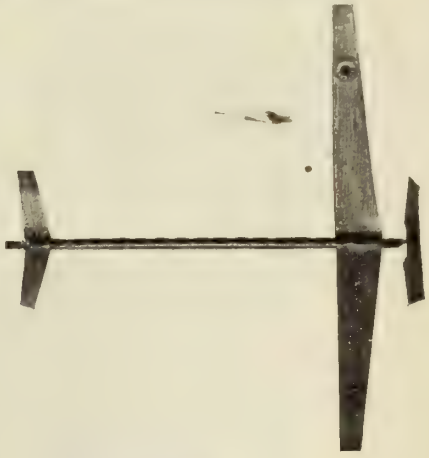
Steam Engine Set

These are made in England and that is a guarantee of good construction. Boys, come and see this wonderful engine in operation! You surely will want one and if you bring your Dad with you he'll buy it. He won't be able to resist!



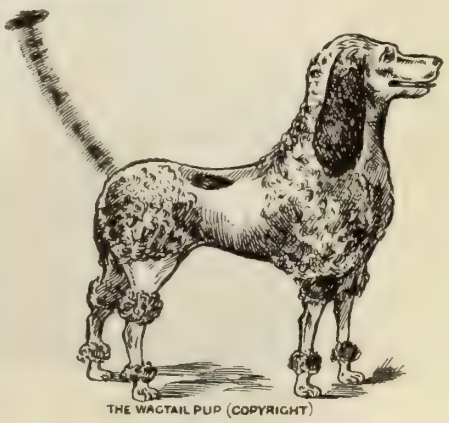
Toy Airplanes That Will Fly

Made in different sizes, scientifically constructed. Retail at from $1.25 each up. No better toy for the boy!



The Wagtail Pup

Here's a novelty that costs little but is a never-ending source of amusement to the kiddies.



THE WAGTAIL PUP (COPYRIGHT)



CARPENTER'S TOOL SETS

TOYS THAT EDUCATE

Parents will find in our stock of toys many articles that will not only delight their boys and girls but will at the same time act as **mind-builders**, awakening constructiveness and initiative.

To buy such toys as these is to invest in child improvement and at the same time afford a world of amusement.

We have a big variety of other toys and games of equal merit. Come and see them.

JONES & BROWN

BOOKS, STATIONERY, TOYS

MODELTOWN

In succeeding issues I will present further suggestions and next month propose to have something to say about window display in particular.

The advisability of making the appeal an immediate one and to carry out a continuous campaign, building up everyday sales, is a most important circumstance. This will not only result in building up a big volume of regular business that will be most profitable but the merchant will find that with this foundation to work upon his Christmas toy trade will be far and away greater in volume than can possibly be realized by making this a mere season branch of the business, restricted to the last few weeks before Christmas.

CANADA EXPORTS TOYS

Not only is Canada producing a greater proportion than ever of the toys and dolls required for domestic trade, but the Dominion is beginning to take an important position as a toy exporting country. Britain and other countries are taking large shipments of constructional toys and dolls of Canadian manufacture. An instance of this is the interesting fact gleaned from the O. C. Gilbert-Menges Co., that their orders for constructional toys to Britain has run to about $250,000 this year. The Dominion Toy Mfg. Co. are exporting great quantities of dolls to Britain this year, a great impetus in this trade ensuing upon the trip to the Old Country in the spring by Roy Clarke, the sales manager.

NEW PLAYING CARDS

Among the new backs in Goodall's playing cards are "Dilly," "Dally," and "Poy," the popular English comicalities.

Another new item is the Peace Victorious Card (from a drawing by the well-known "Punch" artist, Bernard Partridge).

Some Aspects of the Doll Trade

Canadian-Made Dolls Strongly Entrenched in Trade—U.S. Makers Do Big Business in Canada by Reason of Novel and Meritorious Ideas Worked Into Their Dolls

DEALING with the question of higher grade dolls, it is interesting to refer to a recent visit made by the writer to the sample room of Wm. Croft & Sons. The dolls shown there this year naturally comprise the cheaper grades to be found everywhere in the trade, but the proportion of high grade dolls expensively costumed and introducing novel features that distinguish them in a most emphatic manner from the general run of dolls as known to the doll trade in pre-war days.

From observations of the various dolls and information gleaned regarding them, it was evident that Canadian doll makers are becoming stronger and stronger in the home market, and that U. S. doll manufacturers are occupying an especially strong position because of the original and highly meritorious features embodied in the many distinctive lines of dolls made on that side. Japan's hold in the doll trade, however, is not as strong here as it was a year or two ago.

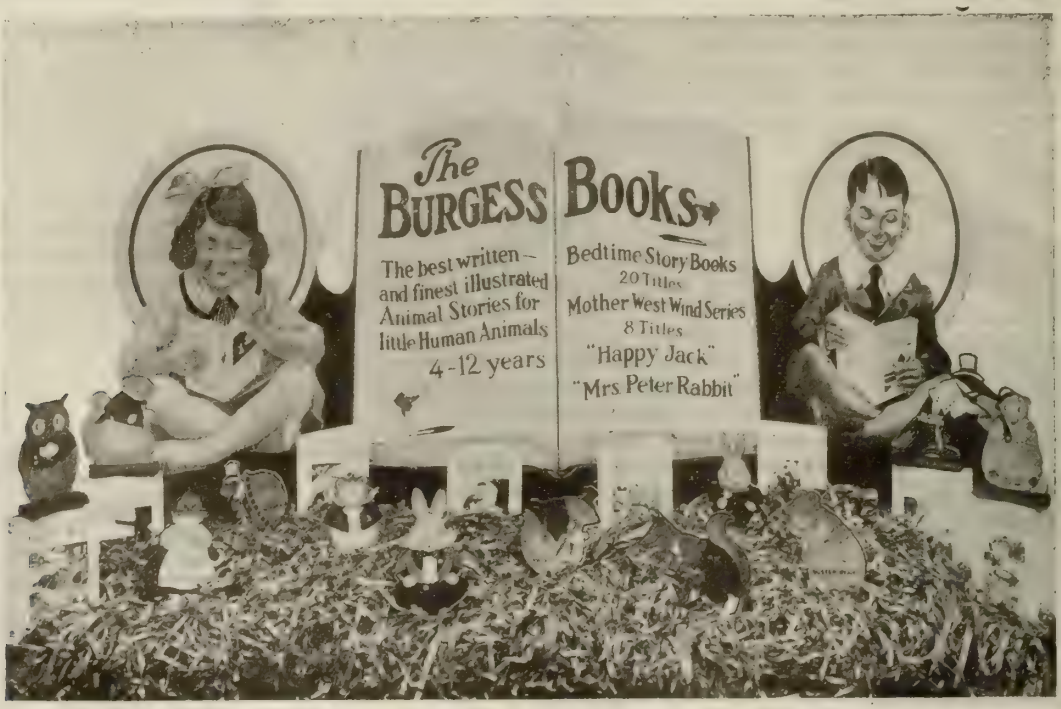
As regards Britain's exports to Canada, ordinary dolls do not figure very largely. The British makers, however, are especially strong in stuffed dolls of cloth, plush, and other materials and stuffed animals of British manufacture have the call in the Canadian trade, with prospects of enormously increased shipments as trade conditions in Britain readjust themselves.



The Wedding of the Dolls.

Acknowledgment is due "Plaything" for the reproduction herewith of the unique display idea "The Wedding of the Dolls," a suggestion which may be readily worked out by any retailer.

It goes without saying that such a window feature will prove a great drawing card, and it affords an opportunity for featuring dolls of the better class, which bring goodly prices, and consequently, enhanced margins of profit.



This is a reproduction of a window display especially devised for the Burgess Bedtime books. A co-operative arrangement is being made whereby different booksellers in turn will have the use of this unique display.

New Type of the Variety Store

Series of Them Have Recently Sprung Into Prominence in Western Provinces—They Show Remarkable Growth

VARIETY stores are old as the hills, but the familiar old type was a spineless, characterless place that consequently filled but an infinitesimal spot on the horizon, and it got its quietus with the arrival of the full-fledged 5-10-15 cent store, notwithstanding the fact that there was no price-limit to the merchandise in the old-type variety store.

In its new type the variety store has come to stay in Western Canada. It has become firmly entrenched in the towns of Western Alberta, and is gradually working eastward. It is made up of an odd conglomeration of stock from every other line of retail trade. The people appear to like it, and the proprietors of the several stores at present in operation are making good.

The story will be told presently of one young merchant in Wetaskiwin who opened his variety store in that place with an initial stock costing him $86, and who has made so good in three years that he is going to open up another store in Leduc, Alta.

This type of store is simply a replica of the Woolworth stores on a small scale, with the exception that there is no limit to the amount which can be obtained for any one article. Last Fall a variety store in the town of Camrose, Alta., sold sets of dishes that ran as high as $250. This store also handles cabinet phonographs.

The first of these stores visited by a representative of BOOKSELLER AND STATIONER was the Brazier store at Red Deer. Here it was observed that this establishment, like all others of its kind, emulated the city five and ten cent. stores by painting the front of its premises a brilliant red. The proprietor stated that he had been in business for seven years, with his business gradually increasing each year, until his turnover for 1918 amounted to $20,000. This year he expects it to reach $25,000. It would take a very considerable space to enumerate the miscellaneous articles carried in this store. They include ribbons, handkerchiefs, pennants, parasols, lace goods of all descriptions, articles of feminine wear, including those worn from babyhood to mature womanhood, toys, shelf hardware of all kinds, crockery, chinaware, baskets, music, leather goods, hair goods, stationery, jewelry, toilet requisites, post cards, games, novelties, etc., etc.

In this store a specialty was made of 5, 10 and 15 cent tables, these tables being built in tiers or decks, and loaded to capacity with goods.

A store of this kind seems to have a peculiar fascination for country women, and especially for foreigners, both male and female. They come in presumably to buy a package of pins, but continue to "browse around" at their own sweet will, picking up articles that run in value from $2 to $4. The writer happened to be in the Brazier store while the annual midsummer fair was being held in the town, and observed the constant stream of customers who came in "just to look around." They were not molested by the proprietor or by his one clerk. They had learned from long experience not to interfere. The wealth of goods so attractively displayed did not need a salesman to urge them on the customer, and apart from that, the buyer likes to feel free to rove around and inspect the stock at his or her leisure.

Mr. Brazier stated that at Christmas time he needed the service of half a dozen clerks to wait on the people. The variety store is a regular bonanza at Christmas time with its great selection of cheap goods.

As an example of what can be done in the way of seeking independence through the medium of a store of this kind, the story of the Smith variety store at Wetaskiwin is intensely interesting. It reads like the romance of the Woolworth start in the early eighties.

Mr. Harry G. Smith, who operates this store, tells the following story of his early experiences and the methods that brought him success:

"I had formerly lived at Red Deer, Alta., with my parents," he said, "but at the beginning of the war enlisted, only to be turned down as medically unfit. In the meantime I had lost my job and I then moved to Chicago. My people were very anxious to get me back, and one day, when my father was in Wetaskiwin, he noticed this centrally-located small store to rent. Without consulting me, or without any definite idea of what business I could engage in, he proceeded to take a lease of it, and wrote me to come on. That was in August, 1916. I had about $200 cash at the time, and it was force of circumstances that led me to decide on the variety store. I proceeded to write to well-known jobbers in novelties and fancy goods in the United States and Canada, and finally sent in my orders for goods. It was three months before these were delivered. In the meantime I opened my store with $86 worth of goods which I procured from a variety store in a nearby town, practically paying retail prices for them, although in my ignorance I was not aware of this at the time.

Built Shelves in Absence of Counters

"I did not have enough money to purchase counters or show cases for the store but managed to secure a $22 bill of lumber on credit, with which I proceeded to build shelves completely around the interior. On these shelves I placed colored tissue paper, and spread out my little stock as best I could. I did not do much business at the start. One day my total sales amounted to 25 cents. Fortunately I was not married, and I managed to scrimp along, adding to my little stock when travellers visited me. I remember in those days when I sold a cup and saucer I had such difficulty in covering the vacant space that I had to rearrange my whole stock. The month of November rolled around and I could not rake up $15 to buy a stove, let alone fuel. It was tough on the customers but I kept plugging along. I had had no previous experience, having been employed with the Goss Printing Company in Chicago, and when it came to marking up stock I simply chalked up what I thought I could get for the goods and paid no attention to systems of figuring profits.

Pays Cash and Saves Discounts

"One thing I did at the start, and I have maintained the system ever since, was to pay cash for my stock and take all the discounts. I have never yet missed a discount, and they just about pay the rent of the store. I claim that there is only one man in town who has better credit with the wholesalers than I have.

"My first big stock arrived in time for the Christmas business, and when the rush started I sent an S.O.S. for my father and mother and sister to come and lend a hand. With the assistance of one other clerk we managed to pull through, although the store was so crowded all the time that there was scarcely standing room.

"Since that time we have gradually expanded until to-day after less than three years of business we have a $2,000 stock all paid for, and sufficient capital to start another store in Leduc. My brother, who has come up from Chicago, will continue to run this store and I will open the new one and put it on its feet."

U. S. Jobbing Houses Help

In building up his little business, Mr. Smith has used some live methods. Every Fall he has got out big posters advertising Christmas gifts, which have been mailed to hundreds of people in the district. These posters were elaborately illustrated with cuts, and in connection with this printed literature Mr. Smith has some important information for the wholesale trade of Canada. The posters, he says, were furnished to him bearing his own name and advertising at the rate of $9.50 per thousand, by a large jobbing house in the United States. This service was furnished in consideration of his purchasing $150 worth of goods a month. It is just an instance of how some Yankee

firms are getting away with Canadian business by co-operating with the merchant and helping him to dispose of his goods. As a result of this co-operation this firm, and other proprietors of variety stores, are placing their largest orders acress the line, even at the cost of paying heavy freight and duty on the goods.

Not only does this United States firm print posters at a low rate, but they also supply cuts of their extensive line of goods for newspaper advertising at 15 cents apiece, and these cuts Mr. Smith has been constantly using to advertise his wares with good effect in the two local weeklies. As an instance of what can be accomplished by the use of these cuts Mr. Smith states that one 3-inch single column advertisement with an attractive cut of a box of fancy writing paper at the top cleared out his entire stock of paper at Christmas time. The advertisement read: "Young man! Give your mother, sister or 'her' one of these fine boxes of writing paper this Christmas. It makes a fine gift and costs you very little." The prices were quoted.

In connection with his regular advering in the newspapers Mr. Smith takes little space, but standardizes his advertising by consistently running it under the heading, "Store news," and at the same position in the paper. He changes his advertising every week.

The front of this store is painted red, against which the sign, "Smith's Variety Store," stands out prominently. It is now equipped with four large show cases and some fine counters and shelving. It is a small store but the goods are so arranged in every inch of space as to invite trade and bring sales. Saturday is always the big selling day of the week, when the farmers roll into town in their automobiles, and in purchasing stock this extensive custom is kept in view. A very considerable stock of men's wear, dry goods and ladies' wear is maintained.

Progress at Camrose Also

Mr. A. C. Killam, who operates one of the best of the variety stores at Camrose, Sask., states that, in addition to the stores of this kind at the four points already mentioned. there are similar places at Stettler, Seabrook, Edmonton and two at Calgary. He states that he has often had the idea of trying to amalgamate these various stores for the purpose of giving them greater buying power, and believes that such a scheme is feasible. In addition to the lines of goods stocked by other merchants, Mr. Killam makes a specialty of candy, and has the local agency for one of the leading phonographs. He does a very extensive business in the sale of records. His annual turnover is about $15,000 a year, and he employed eight clerks at the Christmas season last year. He has been in business five years, and lays particular stress on the fact that the variety stores business is all cash. A photograph of the interior of his store appears with this article.

How to Get More Loose-Leaf Business

Good Practical Methods That May be Adopted to Develop This Branch of the Business —Loose-Leaf is Capable of Great Expansion and Yields Good Profit

CANADIAN stationers may well take a leaf from the reference book of the average U.S. commercial stationer in the matter of developing the loose-leaf branch of the stationery business. That applies to the average Canadian stationer, but in justice to the considerable number of alert Canadian stationers who are wide-awake in this respect it should be said that there are some of them who take second place to no U. S. stationer or dealer in any other country for that matter. On the whole, however, this country lags behind in the development of loose-leaf business. As a help to those who feel that they need more light bearing upon loose-leaf trade the following article by T. H. Horrocks is reprinted from the current "American Stationer":

"A catalogue and a price list are generally the stock in trade of an outside salesman selling loose leaf. These are certainly useful and essential. In conjunction, it would also be found advantageous to carry a binder containing a complete line of stock ledger, journal and columnar sheets along with local special ruled forms. Such a binder in the hands of a tactful salesman will greatly help to keep the attention of an auditor or bookkeeper as it generally arouses curiosity to see what the other fellow uses.

"While it is chiefly tips for the outside salesman this story deals with, the inside salesman could collect special ruled forms supplied by his firm and other firms which place in a vertical file. Make neat memorandums as to their use, and approximate prices of various quantities. Classify by subjects, also keep a cross index to enable you to locate a sheet that you may desire to show or explain.

In the course of a year or two money could not buy your file; you may be called a crank; it's enthusiasts or cranks that revolutionize most of the commercial machinery of to-day.

Accountants as Prospects

The salesman should make it his duty to become acquainted with chartered accountants and auditors installing bookkeeping systems in his district. There are two specific reasons why this acquaintance should be cultivated; one, the association is sure to supply a volume of useful acocuntancy helps to the good listener; the other, it is seldom if ever a large corporation adopts a system without first consulting a certified man who is almost certain to suggest some make of binders and forms. Why not yours! A service that has been proven most profitable is to supply these gentlemen with samples of stock forms in a binder with their names lettered on cover, also that of your firm.

The installation of posting machines by so many of the larger merchandise houses has opened an unlimited field for the progressive loose-leaf man, especially if he co-operates with the local bookkeeping machine agent. A deal of this nature would be better cemented by the offer to supply the machine salesman with your binder and forms to demonstrate with, free of cost, conditionally that you recommend his machine exclusively. When you strike a possible prospect it would be well to remember the machine has to be sold first before your supplies are needed, so immediately notify the machine salesman who you will find can generally get it under way much more quickly than you yourself. The mutual benefit obtained from this class of teamwork in twelve months' time will astonish you.

Office-to-Office Canvas

"With all this ammunition at command the salesman should make a door-to-door canvass. I do not refer to the literal or door-knob pulling style, like a woman would sell household soap. Instead the salesman should classify his prospects according to lines of business. The man who will concentrate along these lines soon becomes able to talk intelligently in the prospect's terms. After a salesman has called upon five or six in the same line of business it would be foolish to imagine he had not gained a multitude of information he did not know when half way through his calls. Experience teaches a salesman the more he knows about his prospect's business the more apt he is to make a sale.

"It is not what we ourselves know but what we learn from consumers that produce sales. Why not make every prospect a stepping-stone to sell more loose-leaf?"

BLUEBONNET AGAIN

"Bue Bonnet of the Seven Stars" is the latest issue in this series, and Leona Horn Richards, the author, tells as interesting a story as ever. It deals with the heroine's war activities. The book is an issue of The Page Co.

Display Plus Enthusiasm Will Sell Wall Papers

Small Stores Can Sell Wall Papers as Well as the Larger—Must Have Artistic Tastes And Lead Customer to Choice Best Suited to Surroundings—Seller Must be "Sold" First.

"ONE should lead the customer along and sell the paper that is best suited to the surroundings in the room. This must be done carefully, without giving any offence, but it may be accomplished."

This is the dominating thought of Madam L. Roy, 350 Mount Royal Avenue East, Montreal, proprietress of L. Roy, Reg'd. To BOOKSELLER & STATIONER Madam Roy pointed out how necessary it is to discuss with the customer the style of the room, a nd particularly of the furniture. By doing this it is possible to make syuggestions which will give the room, when papered, the most pleasing effect. It will always pay to give much care to this and help the customer make the right decesion.

Madam Roy believes that the person selling wallpapers must have an artistic eye. It is something like selling millinery, for the successful selling of wall hangings rests, in large measure, upon an understanding of proper combinations and color effects. And, as there are many wallpaper buyers who do not know what they require, the salesman, if he be a success, ought to be ready at once to take the customer in hand and deftly, but surely, point out the paper best suited to his needs.

Showing the Range

Madam Roy carries a stock which might be looked for in a much larger store. It comprises about 350 patterns. All are sellers, though all do not sell extensively. This may be noted, however, and that is the importance of affording the buyer a big range from which to select. Without this the trade of some prospects may be lost, and every lost customer may carry another one somewhere else, then or later.

Three of the large sample books are used, while over a dozen of the smaller sample paper catalogues are always available. One must have papers to suit the taste and the purse of all, and this is one important reason why it is deemed essential to carry a big stock.

When a customer comes into the store, Madam Roy believes that real interest should be shown by the salesman. This will be appreciated, and business will come as a result. One must be able, as above stated, to outline what will best suit a certain type of furniture.

In the matter of borders, there are many combinations. While most buyers will select borders, those who do not should be sold them just the same. This, it was pointed out, is where the profit lies. And, while Madam Roy carries a big stock of other goods, she places a high value on the wallpaper department. It is, and has been for years, one of the important and paying features of this business, established over 16 years ago and conducted since the death of Mr. Roy, some four years ago, by the present owner.

Check Stock Carefully

"It is very easy to keep a record of stock," said Madam Roy. "We enter the number of the paper, according to the company we buy from, using their number. Then we enter our own number. This prevents any trouble and we also state the amount bought, what price, and the date. It gives us a splendid record and is valuable to refer to."

There are several sections in the store where papers are carried. These are designated as A, B, C, D, E and F. This is noted in a small indexed book—the one mentioned above—and by neatly entering the purchases when made, there is no confusion. A big lot of information is contained in this small book. Once it is started, there is little trouble in keeping the record complete.

Usually 50 rolls of each design are bought. The big sellers soon are known and the slow ones, too. One can soon govern the kind of patterns which are best sellers. On the average, these days, papers at 20c to 25c per roll are bought. The manufacturers, it was stated, turn out a good variety of papers, and they are mostly reliable.

Little Loss—Publicity

In the wallpaper business, as far as retailing goes, rather large losses are sometimes incurred. This comes from the accumulation of remnants of patterns which cannot be replaced. Sometimes the dealer is discontinuing the line.

"We have no trouble in this respect. When a line is nearly sold out we make it up into a bundle and add the right amount of border suitable. This is put on the remnant table and sold. The customer must take it just as it is, border and all, and there is no loss of any account entailed," was the statement made to BOOKSELLER & STATIONER.

The season, Madam Roy stated, was a short one and a lot of business has to be done in a few weeks. The Spring is the selling time for the most part, and one must watch patterns and stock closely. If this is done there will be little loss sustained, and a good profit should be secured.

While the business has been located here for many years, publicity is still maintained through placing a small hand-bill or announcement in each package going into the customer's hands. This is printed on both sides—in French on one side, and in English on the other.

Years of good service, during which the trade has been carefully nursed and cultivated is, however, the best means here adopted to maintain trade. It has been constantly the aim of the management to give customers a superior service, and this means close attention to every little need.

Make Sales This Way

"If you are advocating sales methods, suggest that the dealer sell borders with his paper. Here is where the profits rest, and the border can be as readily sold as the paper and with no, or little extra effort." This is the suggestion of J. L. Hollenbeck, manager of the wallpaper department of Almy's, "Montreal's Largest Store," as it is usually advertised.

Continuing, Mr. Hollenbeck said: "Supposing that one sells ten rolls of paper at 21c per roll. That is $2.10 for the whole amount. Now, would you not like some border for that? Here is a suitable one at 10c per yard.

"How much will it take for my room?" asks the customer.

"Twenty yards will be sufficient and this will cost you only $2.00."

In this way the sale is usually made, and this is one of the big points to be considered in making sales. Here was a sale totalling $4.10, or about twice the amount of the paper alone, and it does not take long, after the paper is sold, to sell the necessary border."

Get Your Profits

Mr. Hollenbeck stated that there is much time lost, frequently, in persuading customers, or in showing them wall hangings. This is why one should get a good margin of profit.

Mrs. Jones and her friend come in to look at papers, for instance. They have little pre-conceived idea as to what they want or what will be suitable for a given room. Mr. Hollenbeck stated this to be one of the biggest difficulties with which he has to contend, for the average customer does not know what she wants. And so Mrs. Jones is shown design after design and may still be as far away from making a decision as when she entered. Finally, she will, perhaps, say: "Well, if we move into the house we have in mind we shall want some paper, but cannot decide today."

And so, all through your trying experience, the salesman must look pleasant and be pleasant. But it is a costly proposition, and when oft repeated it justifies the wallpaper dealer in adding a very substantial margin to cover his selling cost.

Another thing. There will invariably be remnants in the most carefully check-

ed stock. These just cannot be kept from accumulating, and they have to be tied in bundles and almost given away. Placed on the bargain counter, they will probably find an odd buyer. There is an element of loss here which must be anticipated when prices are fixed, and then it is up to the salesman to keep patterns closely cleared up, as his best judgment will dictate.

Display Arrangement Good

The methods of display used at Almy's are really different and appealed strongly to the Montreal editor of BOOKSELLER & STATIONER when he called. There is no crowding, and prospective customers have little difficulty in sitting down with a confidence that, "Here is the place I have been looking for; I shall surely find what I want here."

There are no high and unsightly racks—the sections are kept low—about 5½ to 6 feet. This does not debar the light as with the sections running all the way to the ceiling. Patterns are readily reached by the salesman, and this saves time. There are some sections running parallel with the length of the department, and some at right angles to these again. Altogether there is a splendidly large space accorded for the display of papers, and one, in passing, even if there was no intention of selecting papers, would be inclined to pause and take a look. Doubtless this would be the beginning of many a subsequent sale.

Want to "Feel" Papers

"It is a fact that women like to know what papers "feel" like. This is why we have adopted this method of displaying," said Mr. Hollenbeck, as the writer asked wherein the method of showing proved a good one.

Some of the Methods

This first idea was in the nature of a huge "sandwich board." That is to say, these boards are constructed in the shape of a huge "A." In this shape, both sides may be used. The dimensions are about four by five feet, and they are placed right on the floor. This enables the display man to place four or five distinct patterns on each side of the board, and at the top the desired border is attached. The customer may see the paper at close range and may also feel it—something, as stated, which many wish to do.

Then there are large pillars in the store, used as supports for the floors above. Splendid use has been made of these to display various patterns on panels which have been arranged. It gives a good hexagonal or octagonal effect, and improves the appearance of the department, generally. The panels are built right around these pillars.

Using Pillars, Beams, Etc.

Above, there is a beamed ceiling, the beams running crosswise. These beams are also used to good purpose. Small pieces of various wallpapers are cut from the roll and pasted on the beams. These are just the width of the various papers. Perhaps a dozen may be shown on each cross beam. There are several of these beams, about 10, and the same shade of paper is arranged to run through, symmetrically, one on each section or beam, from one end of the department to the other. Then, accompanying each is a different border, but all suited to the papers with which they are shown. In this way a multitude of papers are shown and the prospective purchaser has a good grasp of what the walls will look like when treated in any of the designs shown.

The whole effect is excellent and makes a more inviting department than is usually found. There is ample room and the low cases for carrying the stock are considered a big improvement over the high and top-heavy ones, which, it is felt, usually detract from the appearance, besides being difficult of access.

An Interesting Point

Mr. Hollenbeck stated that, in a city like Montreal, where there is a general moving day, and this around the first of May, the bulk of papering was done in the Spring of the year. It was, he thought, a plan more or less peculiar to Montreal. There was little chance to develop Summer papering, although some might be done in the Fall of the year.

As a rule, the tenant will not paper the landlord's premises, even though paper may be much desired. And, with building operations curtailed, there was little inclination on the part of some landlords to make much outlay. Notwithstanding this, of course, there was a very heavy sale of papers in the Spring months. It was essential to "make hay" then.

With Almy's, of course, a great deal of newspaper advertising is done in season. Special sales are run often. The plan of contracting to hang paper for customers has been carefully steered away from. It is looked upon as a losing proposition to engage in this.

THE WINDOW SOLD THE GOODS

Window dressing is a lost art in many Canadian towns. Even in the heat of fierce competition, when every method should be brought to bear to influence trade, there are comparatively few merchants who take advantage of the opportunities offered to create the buying impulse by this cheap method of advertising.

In the town of Red Deer, Alberta, a merchant who had been led to take an interest in window dressing and who made a cursory study of the subject, scored a bull's eye with his first attempt at pulling business by this method.

"We had a fair window for display," he said, "but we neglected it, believing that in a country town the results would not be worth the effort. Of course, we dressed the window in a sort of way perhaps twice a month, but we could never trace any sales to our windows. Finally, when the season was on, we tried a new scheme with wall paper. In the centre of the window we placed a sample of pretty wall paper with a border and put a neat, yet conspicuous, sign on it.

"To-day Only. 10 Rolls of This Paper and 18 Yards of Border for $1.39."

In the background we arranged some of our best and most attractive papers without the price on them.

The very first day we sold 10 rooms of that particular lot, besides selling other papers to people who came to see what else we might have. We did not keep the same paper in the window more than one day, and did not run one every day. We had people come in almost a month later wanting to know if we still had any more of a certain lot that had been in the window.

The result immediately opened our eyes to the possibility of using our windows. A great many people passed our store, and we found that whereas they had scarcely ever looked into our windows before, they were now interested in every new idea brought out.

We found that by using catchy little display cards of various descriptions, by quoting special values in one line, and by making an attractive display, we drew the people into our store and made a good many dollars through them, besides getting rid of a lot of old stock. It is such a simple idea, but in our case it certainly worked greatly to our advantage."

WINDOW SHADES

Price is Down 75c a Dozen

WINDOW SHADES.—Prices are reduced on window shades 75c per dozen. Some of the new prices are as follows: Plain, 3 ft. by 6 ft., Dominion, $8.60; Regal, $10.95; dado, 3 ft. by 6 ft., $9.75; Dominion, $12.10; Regal, No. 55, fringed $9.75; Dominion. The following relative prices are quoted for 3 ft. by 6 ft., Dominion and Regal respectively: No. 856 fringed, $11.20 to $13.50; No. 17 fringed and insertion, $14.05 to $16.40; lace, $11.20 to $13.50; insertion, $11.45 to $13.80; lace and insertion. $14.05 to $16.40; No. 550, scalloped lace, $14.35 to $16.70.

Quiet Colorings Are to Dominate

Prices Five Per Cent. Higher—Tendency is Toward Narrower Borders — Tapestries Will be Popular

TRADESMEN throughout Canada will have no complaint in choosing their stocks of wall hangings for the season of 1920. For the choice afforded by the manufacturer will enable him to select those patterns which the needs of his trade will have suggested. It is taken for granted that the good merchant will select for his trade that which they will most probably appreciate when the paper is applied to wall, for, as was pointed out to BOOKSELLER & STATIONER by a Montreal manufacturer, the matter of following the customer's likes and dislikes is the surest index to successful wallpaper selling. Therefore, as stated, there will be no dearth of patterns to meet the requirements. Whether the papers are sold in the metropolitan city, in the large or small town or the rural community, patterns suited to every taste will be procurable, and at a wide variety of prices.

The Moderate Lines

Manufacturers have provided a splendid range in what may be called low-priced and the medium-priced grades to satisfy the popular demand. Striped patterns are very popular and will be freely sold in 1920. The "all-over" effects are very pretty and will be procurable in rose patterns.

Prominent are the pink roses and flowers. These are made the more pleasing and effective through the employment of either white or grey grounds. In the lower-priced papers this idea strongly dominates the range and those selling these extensively will be pleased to learn that the available patterns afford wide selection.

An inexpensive tile design is offered which will find admirers because of "different" effects which may be secured through their application. These will be popular for kitchens, "tiles" being used more extensively each year in this part of the house, permitting of the varnished papers being washed with advantage.

Light striped papers will be available in pale white grounds.. In blues and pinks, with cut-out borders, the effects which one may secure will make a strong appeal.

For halls and living rooms, in the moderate-priced papers, there is an inclination to slight designing with a quietness in effect, while some of the hangings tend strongly to plain effects all through. There is a greater tendency constantly to eliminate strong, outstanding designing.

Then, by way of affording still wider selection, a range is shown having a slight touch of gold in the pattern. When this is completed, with cut-out border to match, the effect is good and will be much approved.

Tapestries Big Line

Coming to the hangings for those who want something better and different, tapestries will be even more popular than ever before. Halls and dining rooms have been singled out in the manufacturers' plans as commanding a first place in his productions, and there will be no lack of variety when one's stock is being chosen.

Then enter the Japanese grass cloths. The appeal they will make to the taste of many communities will favor their selling, and is expected to extend to all



ONE OF THE NEW 1920 PATTERNS

This is a design printed by The Watson-Foster Co., Ltd., Montreal. Photographed from original painting and revealing a wholesome and homey effect to the Living-Room. It will be noted that this has a cut-out floral border The striped papers continue to be very popular and will meet with a wide approval during the coming season.

parts of the country. They may be had with or without motif effects and cut-out borders are also suited well to the patterns. One manufacturer stated, however, that tapestries were decidedly popular, and that, in some instances, the grass cloths were giving way to the former.

For bedrooms, soft greys and creams will lend attraction and afford that cosy atmosphere so much to be desired, and particularly in the rigorous Canadian winter. This is one of the strong talking features which will commend itself at once to the dealer when asked to suggest patterns.

Other features of the tapestries are those of big leaf effects, a variety of pretty birds, and which, with many, are always a first choice. Cross-color, in some of the tapestries, are improved through the development again of depth, and which imparts real richness.

Shadow Cloths—Old Colonials

There will be shadow cloth effects for those who want them, and these will find their way into many retailers' stock racks. Among these will be "all-over" designs, and others will come with and without birds in the designing. The use of white lines will lend splendid effect to these shadow cloth patterns, white cut-out borders will again accompany the various patterns extensively.

To see the old colonials is to appreciate the fact that many tastes have been weighed again by the maker and he has afforded another good range. Here will be found both delicate and strong combinations and the "all-over" range is quite extensive.

A line which will appeal to many may be styled an all-over "glory" effect. This will impart a look of uniformity to the room to which it is applied. An added advantage is that of a moderate cost for really superior paper. For halls or living rooms these will meet with favor. Those wanting moderate-priced papers will buy them in fawns, browns and tans. The method of manufacture is such as to impart a good effect from all positions, no matter where one is sitting in the room.

Ceilings and Borders

For the same reason cited above, ceiling papers, while dispensed with in some parts of Canada, give a warmth to the bedroom which is lacking on a plain white surface of plaster. A range of delicate patterns is shown and the figuring may be selected in small or large patterns. The larger, BOOKSELLER & STATIONER was informed, are considered the better, and quite superior in many cases to the small figuring. Oatmeals, too, will find favor as ceiling papers.

Provision has been made for those who will carry a line of bathroom and kitchen hangings. Varnished papers still are popular and the utility of these will always be recognized. Blues and greens for bathrooms and brown tones for kitchens, and both with narrow borders, will be procurable in suitable range.

For the most part, borders will be narrow—nine inches in many cases. There are two reasons for this. In the first place the high cost of erecting houses to-day has suggested lower ceilings. Enter the narrow border, for, of course, the wide will never answer in the room with ceilings lower than are generally adopted in the modern house. And so, nine inch borders, if you please, will be big sellers in 1920.

The second reason assigned is that of the present plan of placing picture mouldings above the border. It would never do to use a wide border where this plan is followed nothing but a narrow border being permissible.

"Cut-out" borders, as will have been noticed throughout, are decidedly popular. This does not mean that they always are most effective. Sometimes, as the manufacturer uses it, the regular border, uncut, is best and imparts a better effect with the paper for which it is procured.

A Small Advance of Price

Merchants who sell papers will be very glad to learn that the average price will probably not exceed five per cent. more than the quotations of 1919. In view of the fact that most commodities have continued to advance materially, this should be considered no barrier to a speeding up of sales plans for the coming fall and for next spring. In fact there ought to be a greater opportunity than ever for the aggressive dealer who wishes to turn his stock several times. It will be none too early to make plans.

The five per cent. increase is assigned to an increased cost of paper rather than to increased costs for labor. All grades of paper have been very firm in price and advances have, from time to time, taken place. The coming season ought, assuredly, to be an active one for the sale of wall papers.

BURLAP PRICES WITHDRAWN

Due to the unusual situation in the primary markets, sellers of burlap in New York largely withdrew prices on July 28. Eight-ounce "40s" were nominally quoted at 15 to 14¼ cents, with 10½ ounce goods of the same width held at 16 cents. The excitement seems to be due in good part to the high cost of jute, which is quoted in London at the record level of 63 pounds sterling per ton. The Calcutta market was described as having "gone crazy," and the same was true of Dundee. At the latter price the present price of heavy wide goods is only one-half penny under the maximum war-time level established by the British Government. That price was 9¼ pence per yard for 10½-ounce, forty-inch goods, while the current figure is 8¾ pence. The lowest price touched by these goods following the signing of the armistice was 6¼ pence.

ANXIETY OF JAPS

Are Conscious of Superiority in Many Respects of British and Other European-Made Goods—Fear Preferential Tariffs

A SPECIAL correspondent to the London Times Trade Suppement has something to say in a recent issue of that journal regarding the anxiety of Japanese merchants. Some anxiety, he says, is being felt by British merchants and manufacturers with regard to future competition in goods which the Japanese have been able to establish in certain markets in place of British manufactures. Yet equal, if not greater, anxiety appears to prevail among the Japanese as to their position and future prospects in competitive trade.

In Japan it is not regarded as possible for the foreign trade which has sprung up during the war to continue in its present flourishing state when European industries resume their normal condition. On the contrary a much reduced demand abroad is anticipated. The Japanese are also conscious of the superiority in many respects of European goods to some of their own productions. They realize that if unrestricted trade between the Allies and Germany is resumed the oversea trade which Japan has established in toys and general merchandise will be seriously affected.

If the Allies adopt a policy of control of raw materials for a period, such control will be felt by Japan in her dependence on the British Empire and the Allied countries for such products as cotton, wool, iron and rubber. A definite change of fiscal policy for the United Kingdom, tending towards the protection of our industries, is regarded in Japan as possible, and if this is realized, it is thought that the Japanese export trade in such goods as hosiery, buttons, and stationery will suffer a heavy blow, for these articles have been shipped abroad in large quantities during the war. If preferential tariffs with the Dominions and Colonies are to become the settled policy of the United Kingdom the Japanese consider that they will be placed under a great disadvantage in their commercial relations with India, Malaya, South Africa, Australia and Canada, with the United States as a favored competitor.

They also realize that restrictions of imports may have to be continued in the United Kingdom and Allied countries until the foreign exchanges are more nearly adjusted. However, Japanese manufacturers who are optimistic regard Siberia and China as markets of great potential value, and they quite expect to balance their loss in other quarters by increased trade with those countries, in regard to which they are so favorably situated for trading.



Books

PLEA FOR PAPER COVERS

A correspondent in a Toronto newspaper makes some most interesting points in favor of putting out new books in paper bindings, beginning with a complaint about the unwieldy, unyielding and uncomfortable characteristics of the average British-made book as brought home to him when recently obliged to spend a fortnight on his back in a hospital. He goes on to say:

"There seems to be an uncontrollable mania for binding the commonest, most worthless productions in cloth. I have seen some horrible examples lately sent out for the use of the troops.

"Surely the main reason for a cloth cover is to preserve what it encloses, but the meretricious trash vilely printed on the coarsest repulped paper could never, by any stretch of imagination, be worth a better fate than the rubbish heap, and that at the earliest possible moment.

"I never could understand why the majority of new books published do not appear in paper bindings.

"The French, the Spanish and the Italians never dream of launching new, untried works in elaborately decorated or gilded heavy cloth covers, nor do they seek to give undue bulk to such volumes.

"It is quite time enough for special bindings when a work has become an established favorite—if not possible 'classic.'

"A publisher once told me that at least half the outlay on producing a new novel was in the cloth cover.

"Is it needed? Without it new books should reach the public at half their present price.

"Besides being cheaper, they would be more pleasant to handle and read.

"Then that comparatively rare thing—the book that one feels could be read again with pleasure, that one would like to live with as a companion, can easily be bound in whatever style, cloth, vellum, morocco or what not—just as one thinks appropriate.

"It can be bound uniformly with other treasured books in one's library, and inside one may paste with pride one's own particular bookplate."—C. P. Sisley.

NEW AND FORTHCOMING

"Mr. Dooley, on Making a Will and Other Necessary Evils," is to appear shortly. The other necessary evils include Going to See the Doctor, Old Age, Past Glories, Criminal Trials—all spoken across the bar to his old friend Hinnessy.

Even the most veteran and hardened readers of mystery stories will thrill at the development of Edgar Wallace's new tale, "The Secret House."

Social history in America from Victorian days is told in Nabbro Bartley's latest book, "A Woman's Woman." It is a book that will carry a wide appeal.

"Square Peggy" is the title of a volume of ten short stories by Josephine Dascom Bacon.

Talbot Mundy's new book, "The Ivory Trail," is a thrilling tale of Zanzibar.

The development of a crushed and broken man into one of purpose, hope and love is presented in Samuel Merwin's new novel, "The Passionate Pilgrim."

Six characters, three men and three women, are delineated in Juliet Wilbur Tompkins' new novel, "The Starling," which is the tale of the conflict between a selfish man and his wife and daughter, developed to an unexpectedly cheerful ending.

Louis Tracy is on hand with a new detective story, which is hailed as being better than his "Number Seventeen." The new title is "The Bartlett Mystery."

Shorty McCabe is as funny as ever in Sewell Ford's latest story of this irrepressible character. The new title is "Shorty McCabe Gets the Hail."

Francis Lynde tells the tale of a man with a double conscience in "David Vallory." The heroine is a remarkably fine character who is instrumental in bringing about Vallory's reformation.

A Mexican tale by Jackson Gregory is "The Bells of San Juan," which is rich in color and in adventure.

BEST SELLING BOOKS IN CANADA:

Fiction

1.	Sky Pilot in No Man's Land. Connor	188
2.	Dangerous Days. Rinehart	138
3.	Mr. Standfast. Buchan	70
4.	Patricia Brent, Spinster. Anon.	66
5.	Dawn. Porter	52
6.	In Secret. Chambers	14

Non-Fiction.

1.	Hohenzollerns in America. Leacock	54
2.	Industry and Humanity. King	52
3.	"1914." Lord French	36
4.	New Revelations. Doyle	32
5.	Grand Fleet. Jellicoe	30
6.	Grand Adventure. Law	20

Harold Bindloss has a new novel for the coming season entitled, "Partners of the Out Trail," another story of the Canadian Northwest.

Dane Coolidge has written another good story of Western mining camp life in "Silver and Gold."

"The Moon and Sixpence" is a story of an artist and his aspirations, by Somerset Maugham.

A most delightful story of Victorian England is Israel Zangwill's new novel, "Jinny the Carrier." This is Zangwill's first novel in twenty years.

Achmed Abdullah has written some clever short stories, and his novel, "The Trail of the Beast," is likewise ably done, an ingenious, swift-moving detective story.

The title of Daniel Carson Goodman's new novel, "The Taker," is in keeping with the propensities of its leading character, who is of the type which takes but never gives.

Prospective Canadian Premier is an Author

Interesting Book-World Aspect of Choice of Mackenzie King as Successor to Sir Wilfrid Laurier

AN interesting book-world aspect of the selection of Hon. Mackenzie King as leader of the Liberal party in succession to the late Sir Wilfrid Laurier, is the fact that an author is now a prospective premier of Canada.

He has, of course, devoted but a comparatively small share of his time to writing books, and there has been a long interval of years between his "The Secret of Heroism" and "Industry and Humanity," but both of these, representing widely differing fields of literature, are indicative of the good work he is capable of producing, and each of them has a distinct niche in the library of Canadian literature.

"Industry and Humanity," which has, since its first appearance, consistently kept a place among the best sellers of non-fiction, has, on the strength of the author being chosen Liberal leader, met with a renewed impetus in sales, occasioning the printing of the fourth edition. The new demand, by the way, is especially strong from Western Canada.

The suggestion has been made that the speech in which Mr. King scored so notably in the second day of the Liberal convention should be published in book form. It would, beyond question, meet with a wide demand and consequently be welcomed by booksellers

Some Questions of Copyright

Important Points Raised in a Letter From T. Fisher Unwin, the London Publisher—British Publishers Handicapped

Editor, Bookseller & Stationer:

Dear Sir:

"You are, of course, sound in your contention that, politically-speaking, the Dominion of Canada is part, (and as history has shown, a very loyal part), of the great British Commonwealth. Commercially, however, the Dominion is becoming more and more a connection of the United States, and I do not see how this tendency is to be withstood. During the past four years the communication between London and Toronto has been slow and often interrupted for months together, and Toronto has naturally looked to New York for supplies of books which could be secured in the American issues, and for which their customers made immediate requirement."

The above is a quotation recently received from an old and respected friend, an American publisher, and was a rejoinder to some questions I raised and it seems to me that it represents American opinion and practice. It suggests several "rocks ahead" and deserves the serious consideration of publishers and authors who it seems are faced with a serious menace.

During the war America was quick to sieze the opportunity to extend her already growing trade with the Dominion and the exportation of English authors' books, copyright and non-copyright, from the U.S.A. to Canada increased rapidly. If to Canada why not to Australasia and other British Dominions?

The Canadian Copyright Bill* now before the Parliament seems, at first sight, helpful in the interests of British publishers and authors, but it must be closely watched.

It is to be regretted that authors are not more alive to national interests when they permit their agents to sell the rights of their books to an American publisher and at the same time throw in, by way of a makeweight, the Canadian market. Canada should be permitted to import sheets or bound books from the British publisher, thereby providing for British printers' and binders' work which is at present deliberately placed in America by the British author or his agent.

Another point to which I should like to call attention is the publication of English books by English authors in the States prior to and sometimes considerably in advance of publication in Great Britain and the British Dominions. This is a very serious matter, and indeed amounts to an attack on our Canadian and other markets.

Only recently I have seen quotations in the English Press from American reviews of new novels by English authors, which are not yet published in London. Thus the American publisher is permitted to get first into the field, and at once the trade in Canada (and possibly in Australasia) is lost to Great Britain.

English publishers must insist on simultaneous publication on both sides of the Atlantic, and even then they are geographically handicapped as far as the Canadian market is concerned.

Yours faithfully,

T. Fisher Unwin.

* Recently withdrawn.

A NINE-YEAR-OLD AUTHORESS

Unusual interest and curiosity has been stirred up in London, and, indeed, rather widely in England, in a new novel, "The Young Visiters," by Daisy Ashford, a little London girl of nine years, who must certainly have been brought up in a literary atmosphere. The extraordinary feature of this book is that it deals in rather a wholesale way with murders and other similarly exciting experiences, and the young authoress is apparently sophisticated enough, even at her early age, to know a good deal about domestic difficulties as they exist in the English "provinces." Some little time ago, the child's work, written purely for the love of the thing, was submitted to Sir James Barrie, who was interested enough to write an introduction and recommend it to a publisher. Sir James had evidently told some of his friends about it, for when the book was issued in London some little time ago, one bookseller took 1,500 copies, and the whole edition prepared for the world's metropolis was sold out before noon on the day of issue. Here is a little sample from the book itself, to be published, by the way, in Canada this fall, which will be an evidence of its type:

"Enter servant, who announces with as much composure as if relating account of a broken basin, that a murder has been committed upstairs.

"Lady" (who likes to be mistress in her own house, and objects to murders or other similar incidents perpetrated without her knowledge and consent): I will come and see.

"Servant" (who evidently knows her place): Oh, no, ma'am, it's no sight for you. We'll bring the body down."



Daisy Ashford, the nine-year-old author of "The Young Visiters," a book which, sponsored by Sir James Barrie, is creating a great deal of interest in England.

Selling Points About Timely Books

A Brief Digest of the Outstanding Features of Many of the New Books and Some Older Titles—Tabloid Information to Help Booksellers and Their Assistants

THE LABRADOR DOCTOR

One of the most picturesque figures in the literary world is Dr. Grenfell, of Labrador fame, whose autobiography is shortly to appear under the title of "The Labrador Doctor."

The wonderful work that Dr. Wilfred T. Grenfell has accomplished among the fisher folk of the Labrador and Newfoundland coasts has made him an international figure. These poor people, exposed to great hardships and dangers in wresting a bare living from the sea, were without comforts of any sort when he first came among them, literally like a ministering angel.

Dr. Grenfell has written several books describing the little-known and adventurous lives of his hardy and primitive people and some of his own thrilling experiences while serving as a minister, doctor, and general benefactor to them. Among these are "Tales of Labrador," "The Adventure of Life," and "Adrift on an Ice-Pan." His story of his own life, besides the account of his work in Labrador, tells of his early life in England, his education at Oxford, (where he played on the Rugby football team), his picturesque career in the hospitals and slums of London, and his work among the North Sea fishermen, leading up to his life work.

LADIES-IN-WAITING

Kate Douglas Wiggin's new book, "Ladies-in-Waiting," will be ready in October.

All of the heroines of these characteristic and enjoyable stories by Mrs. Wiggin, whether they dwell in town or country, have a common bond of sympathy in the waiting which fell to their lot. The titles are suggestive: Miss Thomasina Tucker—The Turning-Point—Huldah the Prophetess—Two on a Tour—Philippa's Nervous Prostration. They have all the author's fascinating art, bright natural conversations and entertaining humor, and will receive a hearty welcome from Mrs. Wiggin's very large and appreciative public.

ELEANOR PORTER'S STORIES

Among the most popular works of fiction of late years have been the novels of Eleanor H. Porter, and the many Canadian admirers of her stories will be interested in the coming of three volumes of her short stories being issued this autumn as a set. The titles are: "The Tie That Binds"; "Tales of Love and Marriage"; "The Tangled Threads"; "Just Tales Across the Years"; "Tales of Age."

FRENCH GRAMMAR

Philippe de la Rochelle, of the faculty of Columbia University, has compiled "A Modern French Grammar," published by Putnams. It is for the use of classes in colleges and in higher grade schools. The attention given to grammatical nomenclature, drill in oral and reading exercises, topics of composition, etc., will make unusually clear to the student the nature of the French language and the relations borne by it to the English language.

DEATH OF NAT GOULD

London, July 26.—Nathaniel Gould, novelist, died to-day at Newhaven, Bedfont, Middlesex.

"Nat" Gould was born in Manchester in 1857 and became a journalist and traveller. He was the most prolific writer of England of sporting novels, no less than one hundred and thirty being published from his pen. His style was racy and revealed an intimate knowledge of both the best and the seamy side of the English turf. He enjoyed a remarkable popularity among the men in the street, and his "Double Event," "Jockey Jack," "A Gentleman Rider," and a few score others, were best sellers of their kind for over a generation.

NAVAL WAR HISTORY

In early autumn there will appear Vol. 1 of the "Official Naval History of the War," by Sir Julian Corbett. Five maps and eight diagrams will be included in the volume of letterpress, which will contain about 450 pages, and, in addition, there will be a separate case containing eighteen larger maps. The book will be published at 17s. 6d. net. This volume will end with the Battle of the Falklands. Vol. 2 will be ready for publication in the spring of 1920 and the work completed in four or five volumes.

BIOLOGICAL PROBLEMS

Fifteen prominent biologists contribute to "Life and its Maintenance": a Symposium on Biological Problems of the Day, which is based on lectures delivered by them at University College, London. The war has given rise to certain investigations and discoveries which must be followed up—the relative values of foods, the strategy and tactics of agriculture, the anaerobic treatment of wounds, substitutes for raw materials. On these and many kindred subjects the authors explain our present state of knowledge, and indicate the lines of future enquiry.

THE HAUNTED BOOKSHOP

A new Christopher Morley novel, "The Haunted Bookshop," was issued recently. The tale is done in the same whimsical tone which won Mr. Morley so many friends with his two earlier books, "Shandygaff" and "Parnassus on Wheels." Side by side with this whimsicality, though, it is packed tight with mystery and rapid-fire action.

A dashing girl, sent to work in the "haunted" shop by her millionaire father; her faithful cavalier, who is an advertising man by day; a sinister background of secret agents, and delightful, inimitable Roger Mifflin—these are the principal figures in this unique story.

SUBMARINE LIFE

"Under the Periscope," by Mark Bonnet, presents a series of stories, all founded on fact descriptive of submarine life in war time. Like Marryat, the author is a professional sailor, and he has much of Marryat's picturesqueness and realism in his description of life at sea.

CLEMENCEAU—NOVELIST

This year we are to have an English translation of Georges Clemenceau's novel, "The Strongest."

The theme of the book is the proposition that "might makes right" in the affairs both of men and nations. Clemenceau shows that this cynical belief is almost true but not quite—in the end the spiritual qualities always rise superior to the threats of brutal might.

NEW GEOGRAPHY

After next year there will be a new Ontario Public School geography.

The educational authorities at the Parliament Buildings are thinking of the changed conditions of affairs already, and fortunately the old contract of the geography runs out next year.

An official of the department said recently that the contract for the present geography expires in 1920. The Minister is now considering what book will replace it. The war has made so many changes in political and map geography that the book is in those respects almost out of date. No time will be lost in getting a new book. The present book will be used for another year.

A GOOD "FIRST" NOVEL

"The Branding Iron," by Katharine Burt is regarded as the most promising "first" novel in years. It is a romance of the East and West that will appeal equally to lovers of the best in fiction and to those who crave the thrill of the untamed wilderness. The characters of Joan Landis, the passionate and primitive woman of the mountains, and of the two men who mold her destiny, one her cowboy husband, the other the overcivilized man of the city; the brilliantly-colored scenes ranging from the Wyoming wilderness to the stage of a great New York theatre; the thrilling plot of love, hate, wrong, and atonement; and the curiously vivid style that makes you read on and on regardless of time; all combine to make a story that is indelibly impressed on the reader's mind.

BOOTH TARKINGTON

"Ramsay Mulholland," the new Booth-Tarkington novel, has just been published. It might be briefly described as a story of Penrod coming to manhood. It has all the charm of "Penrod" and of "Seventeen."

KNIBBS' NEW NOVEL

A Canadian author who continues to gain ground is Henry Herbert Knibbs, whose new novel to appear October 1 is entitled "The Ridin' Kid From Roaring River."

This is a virile cow-boy yarn with all the zest and swiftness of the usual story of the West, but differing in its crisp style. "Pete," the hero, is not the stereotyped cowboy of fiction, but a decidedly individual character, whose courage, honesty, and shrewdness give him a very real personality, and his experiences in store-keeping, sheep-tending, rough-riding and gun-play hold the attention and win the sympathy of the reader throughout. Mr. Knibb's "Overland Red" and "Sundown Slim" have been among the most successful and popular Western stories of recent years, and have won their author a high reputation for faithful and vivid portrayal of Western life.

A MAN OF THE AGES

A big, full-length novel, dealing with Abraham Lincoln, is the latest achievement of Irving Bacheller. The title is from the famous phrase uttered by Secretary Seward when he stood at the martyred President's bedside. "He is a man of the ages," said the great Secretary.

FROM FATHER TO SON

Mary S. Watts' new novel just published by Macmillan's, is entitled "From Father to Son," and presents a young man of wealthy family, who, upon entering his father's office after leaving college, finds that the huge fortune founded by his grandfather was mainly made by profiteering during the Civil War. The question is: What is he to do? High minded and sensitive, the problem is a very real and difficult one and out of it comes the story. It is as fascinating in every way as anything Mrs. Watts has ever written, and involves a moving crowd of characters drawn with her customary skill and insight into human motive.

NEW AND FORTHCOMING

From the University Tutorial Press comes Shakespeare's "Cymbeline" in tutorial Shakespeares, this issue being edited by A. R. Weekes, M.A., who contributes an introduction of some thirty pages. It is published at 2s. 3d.

A recent series of "Stuart Memorial" lectures delivered at St. Mary-le-bow, Cheapside, London, Eng., by Rev. Harrington C. Lees, M.A., is announced under the title "Failure and Recovery." Another new book of inspiring addresses is "God's High Way" by Rev. W. Y. Fullerton.

Another new volume by Rev. Andrew Murray, D.D., will shortly appear in the well-known "The Pocket Companion" series entitled, "The Secret of United Prayer." There is also announced "A Standard Bearer of Faith and Holiness," being some personal reminiscences of the late Rev. Evan H. Hopkins.

Honore Willsie, of "Still Jim" fame, has written "The Forbidden Trail," to be published in Canada this month.

"Sir Harry," by Archibald Marshall, the English novelist, who is so rapidly coming to the fore, is to be published in this country next month.

George Madden Marten's new novel, "March On," is to come this month.

THINGS HIDDEN BY THE CENSOR

Coming out of the rift of the war these days are some astounding stories, articles, and novels, which could not have been published previously by reason of the censor's prohibitions. One presumes that the next two or three years will see a somewhat continuous crop of surprising things like these revealing happenings and conditions concerning which we did not dream during the last five years. Some of these are told in Lord French's "1914," which has stirred up a very great amount of interest in England, and is likely to do the same in Canada. Another book containing the same sort of material, though in novel form, is Coningsby Dawson's "The Test of Scarlet," which is written around the actions of "The Sacrifice Battery" in the last days of the war, telling stories of the doings of our men such as would hardly be believed could they not be verified by those who took part in them.

BYRON STAUFFER

A man named Byron Stauffer, who says and writes pertinent and sticking-to-the-memory things, is pretty well and favorably known all through Canada, but particularly in Toronto, where for years he held a church full every Sunday night in one of the down-town churches, and in Winnipeg, where he is doing somewhat similar work now. No one would take Stauffer for a preacher, either, if one met him on the street or on first looking at his literary material, but after one talked with him, or after one read his matter for ten minutes, the punch toward something of a better life comes and leaves its impression. Some of Mr. Stauffer's writings for the last year or so have been put in book form and are being published this fall under the title, "The Battle Nobody Saw." Chapter Eight, headed, "Who Cut That Man's Hair?" is somewhat indicative of Mr. Stauffer's methods, this one dealing, by the way, along lines one certainly has seldom seen, with Samson and his life tragedy.

JEROME K. JEROME

Literary people who knew Jerome K. Jerome through his "Three Men in a Boat," and one or two other similar books, were rather astounded when "The Passing of the Third Floor Back," with its distinctly religious flavor was issued from his pen. There is a whisper among Jerome's friends that something happened in his life to turn his ideas, and consequently his literary type to more serious themes. In any event, strength is given to this theory in a new book to be published this fall titled, "All Roads Lead to Calvary." Peculiarly enough, a title like this covers the story of a brilliant and beautiful girl, who attempts to lift the world and gain fame by entering journalism.

LITERATURE AND RELIGION

Rev. Dr. Trevor Davies, who came to the Metropolitan Church, Toronto, a couple of years ago, after some considerable pastoral experience in England, adopted a somewhat novel plan to meet the needs of the cosmopolitan congregation in his downtown church, for the Sunday evening services last year. He hit on the scheme, for instance, of picking on some of the masterpieces in literature, most of which are certainly not well known to the man on the street in Canada, of telling the story involved, and of drawing a religious or moral truth from these. These addresses made up in this way have been put in book form, and, as it may be of interest to note, are being brought out simultaneously also in Great Britain and the United States. In these addresses, Dr. Davies touches, for instance, on the fundamental truths contained in such literary gems as Ibsen's "Peer Gynt," Francis Thompson's "Hound of Heaven," Morley's "Life of Gladstone," Browning's "Pippa Passes," and others. They give unusual encouragement in the facing of life's battles.

ANTHONY HOPE

Of course, a tower, a castle, and a mystery have to be included in any of Anthony Hope's stories, a la "The Prisoner of Zenda." Hope has not produced a book for a little time, but his new novel, "The Secret of the Tower," to be published this fall, has all the earlier characteristics, including, of course, the tower and the mystery. This one, in a most timely fashion, also includes a returned soldier and a female doctor, the latter of whom is used in a remarkable way in the solution of the mystery.

TONAL MACTONAL

From Alex. Gardner, publisher, Paisley, Scotland, comes M. E. M. Donaldson's refreshing book, ""Tonal MacTonal," which will find a warm place in the hearts of all Hieland folk and the many other people who are interested in stories of the Scottish Highlands. The characters in this book are true to type, and it may be added that one of the author's objects in publishing these prewar sketches is to correct widespread misapprehension regarding Highlands, spread by the habit of some English novelists of drawing upon uninstructed imagination, and consequently presenting as "Highlanders," characters which, as this author says in his preface, "might as fittingly claim to be Hottentots, so grotesque is the caricature."

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Branding Iron, Katharine Newlin Burt, cloth, $1.65; Madam Constantia, Jefferson Carter, cloth, $1.50; Joan & Co., Frederick Orin Bartlet, cloth, $1.65; Dormitory Days, Arthur Standwood Pier, cloth, $1.35.

Non-Fiction

Humor in Tragedy, Constance Bruce, board, $1; Sample Case of Humor, Strickland Gillilan, cloth, $1.25; "1914," Field Marshal French, cloth, $6; Treasury of War Poetry, 1st and 2nd series, George Herbert Clark, cloth, $1.50; leather, $2.50; Types of Pan, Keith Preston, cloth, $1.25; Students' Book of Inspiration, Edward Dickinson, cloth, $1; Social Work, Dr. R. C. Cabot, cloth, $1.50; Democracy in Reconstruction, Schafer and Cleveland, cloth, $1.50; Preparing for Womanhood, Dr. E. B. Lowery, cloth, $1; Education in Sexual Physiology and Hygiene, Philip Zenner, M.D., cloth, $1; Sex Problems of Man in Health and Disease, Moses Scholtz, cloth, $1; Vitality Supreme, Bernard MacFadden, cloth, $1.

Juvenile

Aesop for Children, Milo Winter, cloth, $2.

J. M. DENT & SON, LTD.

Fiction

Polly Masson, William Henry Moore, cloth, $1.75; The White Cypher, Henry Leverage, cloth, $1.50; The Uprooters, J. A. T. Lloyd, cloth, $1.50; The Thunderbolt, George Colmore, cloth, $1.90; Our Wonderful Selves, Roland Pertwee, boards, $1.75.

Non-Fiction

Before the Bar, J. A. Stevenson, cloth, $1.35; Bridging the Chasm, Percival F. Morley, cloth, $1.35; How to Speak With the Dead, Sciens, cloth, $1.50; Personal Efficiency in Business, Edward Earle Purington, cloth, $1.60; The Place of Agriculture in Reconstruction, James B. Morman, A.M., cloth, $2.

S. B. GUNDY

Fiction

A London Lot, A. Neil Lyons, cloth, $1.50.

Non-Fiction

Our First Airways, Claude Grahame-White, cloth, $1.75; England and the War, Walter Raleigh, cloth, $1.25; The Men Who Made Our Novels, George Gordon, cloth, $1.60; Zeebrugge and Ostend, C. Sandford Terry, cloth, $2.25; Indian Constitutional Reform, Vincent A. Smith, cloth, $1; The League of Nations, Viscount Grey and Others, cloth, $1; Poems of Gerard Manley Hopkins, Robert Bridges, cloth, $4; India, V. A. Smith, cloth, $4; Napoleon, Herbert Trench, cloth, $3.50; The Light of Men, M. Reynes Monlaur, cloth, $1.50.

Juvenile

The Little Home Makers (Cooking), Constance Johnston, $1; The Good Wolf, Frances Hodgson Burnett, $1.50.

Adventures of Blackberry Bear, Margaret Frances Fox, cloth, $1.25; Imagina, Julia Ellsworth Ford, cloth, $1.50.

THE MACMILLAN CO. OF CANADA, LTD.

Fiction

From Father to Son, Mary Watts, cloth, $1.75.

Non-Fiction

The Shop Committee, W. L. Stoddard, cloth, $1.40; Studies in Mark's Gospel, W. T. Robertson, cloth, $1.40; An American Labor Policy, J. H. Cohen, cloth, $1.10; Albania, Past and Present, C. A. Chekrezi, cloth, $2.50; The Room Without a Door, E. H. Allen, cloth, $1.50; What Happened to Europe, F. A. Vanderlip, cloth, $1.40; The Origin of Consciousness, C. A. Strong, cloth, $4; Home and Food Preservation, W. V., cloth, $1.65; Reconstruction and National Life, C. F. Lavell, cloth, $1.75; India's Silent Revolution, Fred B. Fisher, cloth, $1.65; The State in Peace and War, John Watson, cloth, $3; The Nature of the Atonement, J. M. Campbell, cloth, $2; Manual of American Grape Growing, U. P. Hedrick, cloth, $2.75.

McCLELLAND & STEWART

Fiction

Bulldog Carney, W. A. Fraser, cloth, $1.50; The Trail of the Beast, Achmed Abdullah, cloth, $1.60; The Moon and Sixpence, W. Somerset Maugham, cloth, $1.50; A Sailor's Home, Richard Dehan, cloth, $1.75; Janet of Kootenay, Evah McKowan, cloth, $1.50; Rainbow Valley, L. M. Montgomery, cloth, $1.60; You Never Saw Such a Girl, George Weston, cloth, $1.35; Joan at Halfway, Grace McLeod Rogers, cloth, $1.60; The Woman of Babylon, Joseph Hocking, cloth, $1.50; The League of the Scarlet Pimpernel, Baroness Orczy, cloth, $1.50; The Forest Fire, E. Temple Thurston, cloth, $1.50; Instead, Olive Wadsley, cloth, $1.50; Our Casualty, George Birmingham, cloth, $1.50.

Non-Fiction

Inventions of the Great War, A. Russell Bond, cloth, $1.75; All the World, C. M. Sheldon, cloth, $1.25; Small Craft, C. Fox Smith, cloth, $1.25; Sailortown, C. Fox Smith, cloth, $1.25; New Rivers of the North, Hulbert Footner, cloth, $3.

Juvenile

The Battle of the Nations, Frederick Arnold Kummer, cloth, $2; Stories for the Bible Hour, R. Brimley Johnson, cloth, $1.50; I Wonder Why Stories, George Adam, cloth, $1.25; Boy Scout's Book of Stories, F. K. Mathiews, cloth, $2.

GEO. J. McLEOD, LTD.

Fiction

A Woman's Woman, Nalbro Bartley, cloth, $1.75; Cursed, Geo. Allan England, cloth, $1.50; The Ivory Trail, Talbot Mundy, cloth, $1.75; The Secret House, Edgar Wallace, cloth, $1.50; The Passionate Pilgrim, Samuel Merwin, cloth, $1.75; The Starling, Juliet W. Tompkins, cloth, $1.50.

THOMAS NELSON & SONS, LTD.

Fiction

Hunting Camps in Wood and Wilderness, H. H. Prichard, cloth, 75 cents; With Poor Emigrants to America, Stephen Graham, cloth, 75 cents.

Non-Fiction

Nelson's History of the War, Volume XXIII, John Buchan, red cloth, 75 cents; Dickens (People's Books), Sydney Dark, cloth, 35 cents; The Nations' Histories; Rome, Elizabeth O'Neill, cloth, $1.50; Poems, Scots and English, John Buchan, cloth, $1; Abraham Lincoln, Brand Whitlock, cloth, 75 cents.

THE RYERSON PRESS

Fiction

Burned Bridges, B. W. Sinclair, cloth, $1.60. Against the Winds, Kate Jordan, cloth, $1.50; Young Visitors, Daisy Ashford, cloth, $1.

Non-Fiction

War Romance of Salvation Army, Booth and Lutz, cloth, $1.60; On Uncle Sam's Water Wagon, H. W. Moore, cloth, $1.50; Same Old Bill, Eh Mable, Streeter, cloth, 75 cents; Out o' Luck, J. T. Smith, cloth, 75 cents; The Battle Nobody Saw, Byron Stauffer, cloth, $1.50.

RADICAL READING

Booksellers and publishers are reporting that the public's demands are tending more and more into radical fields and that books in the fields of government, sociology, and general literature which get the quickest attention are those that have a decidedly radical viewpoint and push out boldly into new fields, says the Publishers' Weekly.

Many look on this as a temporary condition and perhaps one to be discouraged; others find that they are being called on to select and recommend books in fields in which they have done little personal reading, a condition in contemporary bookselling that was pointed out in the address of Prof. Harold J. Laski at the Booksellers' Convention.

E. M. Delafield's new novel, "The Pelicans," is almost ready for publication.

Julian Street's new book, "After Thirty," by reason of its unusual subject, has been awaited with interest. It has just appeared.

Those who so enjoyed "Slippy McGee," will welcome Marie Oemlers' "A Woman Named Smith," soon to be issued.

Here's a Store That Has the Goods

Carries Diversified Line of Goods Which Are Well Displayed; Consequently Good, Profitable Business is Done, Although Town is Small

FROM the standpoint of having an extensive stock, exceptionally well displayed, there are few drug and stationery stores in the West, apart from those in the larger centres, that can touch the Cabri, Sask., drug store, of which Robt. A. Porter is the proprietor. It is stocked to the limit of its capacity with well selected, saleable goods. On the left as one enters the store is a fine display of pipes in a show case, with shaving supplies displayed on top. Back of this is a cabinet of the latest works of fiction, with a display of fountain pens at its base. Beyond the pipe case are two demonstration phonographs, ready to play, then a long table of toys, leather goods and novelties. A cabinet for Kodak films is in the rear of these, with a show case adjoining for the display of a large assortment of kodaks. There is another cabinet further back, filled with brushes and fancy goods, and, standing out prominently, near the rear of the store, a tall revolving rack for the display of sheet music. On an adjoining table is letter paper in boxes, wire paper baskets, toys and colored balls.

Down the centre of the store is a line of tables, the foremost one bearing a collection of all the latest magazines. Just behind this is a table full of sporting goods, with baseball and tennis supplies in large quantities. There follows a rack for magazines and small framed pictures, and another for song folios.

On the right, near the entrance, is a display of cigars in a silent salesman showcase, with more shaving supplies on top, and immediately adjoining it a similar show case filled to capacity with choice candy in boxes. On top of this is a tempting display of chocolate in bulk, in an all glass show case of small dimensions, with a series of upright glass partitions. The drug counters and show cases are further back, with the dispensing room in the rear, divided from the main store by a handsome oak cabinet, adorned with mirrors, and supporting on twin pillars busts of two famous composers.

Above the show cases and tables on the left, a slender iron rod suspended from the ceiling for the full length of the store, is loaded with a miscellaneous collection of hanging articles. Pennants suspended from wires stretched across the store at intervals, give an attractive appearance, and the general decorative scheme is helped out by artificial flowers, palms and pictures along the top of the wall cabinets.

There is no soda fountain in the Cabri store for the reason that Mr. Porter does not think it pays for a period of only three months in the year. He states that from his experience the fountain is a nuisance for three-quarters of the year.



Remarkable well stocked store in small Western Town Porter's, of Cabri, Sask.

THE HAPPY ENDING

In "The Re-creation of Brian Kent," Harold Bell Wright gives further evidence of his bid for consideration as the patron saint of all those in favor of a happy ending to novels.

ROBERTS' NEW BOOK

"In the Morning of Time," Chas. G. D. Roberts' latest novel, is a tale of prehistoric man, that uncharted sea of literature when early man dodged about among the early monsters who "tore each other in their slime." A point brought out in the rise of the hero Grom, essays to show that the genus homo never was so bestial as some writers of violent imagination have depicted him.

NEW AND FORTHCOMING

The author of "Patricia Brent" is responsible for a new novel entitled "The Rain Girl," coming this month.

Jeremy Lane's "Yellow Men Sleep," is among the new books to appear this month.

In October will come Warwick Deeping's new novel "Second Youth."

"The Six Best Cellars" is the apt title of Holworthy Hall's new book, in which he champions the cause of prohibition.

"The Exploits of Bilge and Ma," is the title of Peter Clark Macfarlane's new novel.

"Taking the Count," is another story of sports by Charles Van Loan, author of "Score by Innings." It will be ready this month.

Samuel Blyth, American humorist, has written "Hunkins," which is to be published shortly.

"Singing Mountains," by Albert Benjamin Cunningham, is a novel in train for early publication.

Mina Wilcox Putnam's new book, almost ready, is entitled "Believe You Me!"

Wallace Irwin has chosen "The Blooming Angel," as the title of his new book to appear this season.

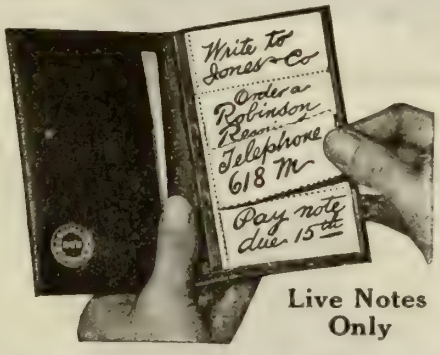
Melville Post is represented in new autumn fiction with "The Mystery at Blue Villa," to appear this month.

WELDON ROBERTS
RUBBER ERASERS

Typists the world over find a splendid new tool in 399 TRI-PLY red circular eraser. Center edge for ink and typewriting; side edges for pencil and carbon copies. A revelation. Samples to dealers.

WELDON ROBERTS RUBBER CO. NEWARK, N. J. U. S. A.

Nationally Advertised
Half a Million Sold!



Each Memo Separate

Live Notes Only

ROBINSON REMINDER
Tear Out When Attended to

When a memo is taken care of, it is torn out. The book is always "live" and clean. No data lost among crossed-out notes; no excuse for forgetting. Used by half a million people and the business is just getting under way! Advertised in over a dozen big magazines. Good profits, easy sales, plenty of store advertising. Write for special dealer offer!

Reminder with extra filler and handy pocket in cover:

Retail Price List	3" x 5"	3½" x 7"
Handsome Black Leather	$1.00	$1.50
Cowhide or India Calf	1.75	2.00
Genuine Seal or Morocco	2.25	3.00
In Imitation Leather	.50	.75
In Cloth (without extra filler)	.25	.50

Ladies' Shopping Reminder, 2¾ x 3¾, with pencil and extra filler, $1.00; in patent leather, $1.25.

EXTRA FILLERS

Size 3 in. x 5 in. (4 coupons to a page)..... $0.75 per dozen
Size 3½ in. x 7 in. (6 coupons to a page)..... 1.00 per dozen
Size 2¾ in. 3¾ in. (3 coupons to a page)..... .70 per dozen

Name in Gold on Cover, 25c extra.

Robinson Mfg. Co., 74 Elm St., Westfield, Mass.



Esterbrook
Jackson Stub No. 442

The Reputation of Esterbrook Pens is based on Excellence of Performance

When you, Mr. Dealer, show a customer a comprehensive assortment of Esterbrook Pens, in one of the Esterbrook Counter Display Cases, he is sure to be satisfied with the service. And, he's sure to be satisfied with the pen he selects. A satisfied customer is a strong asset for you.

Write us about the new counter display cases and signs—Esterbrook Pens.

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

Canadian Agents: Brown Bros., Ltd., Toronto, Canada

Esterbrook Pens "Easiest to sell!"



Leading boxes:

B-1—8 semi-moist pans 6 standard colors with sepia and charcoal gray.
B-1—Special—8 semi-moist pans, 6 standard colors with white and black.
A variety of other assortments kept in stock.

THERE ARE REASONS

for the largely increased sales of **Bradley Water Color Boxes** for schools. The standard of quality has been maintained and **prompt deliveries** are always made.

For sale by the leading jobbers, or trade orders will be promptly filled by

The Geo. M. Hendry & Co., Ltd.
215 Victoria Street, - Toronto

Sole Canadian Agents for Milton Bradley's Art, Primary and Kindergarten Materials.

New Goods Described and Illustrated

NEW CARDS AND CALENDARS

Among the new issues of calendars being introduced by Hector Prenter, of Toronto, for Morgan & Scott, Ltd., of London, are two missionary calendars, "Heralds of Peace," with quotations from St. Paul and from missionaries of our own time. The Christian series of Christmas greeting cards have carefully-chosen texts and verses. There are also new almanacs. "The Christian" almanac specially prepared for localizing, shows the landing of the Pilgrim Fathers at New Plymouth in 1620. The Church almanac presents views of Westminster Abbey, York, and Canterbury cathedrals.

The Sacred Art calendar has a beautiful art picture, "The Good Shepherd."

THEO-PYSCHO-IDEO-GRAPH

Psychical research entertainment embodied in such productions as the well-known Ouija board now has a new medium of expression in the Theo-Psycho-Ideo-Graph, which has mysterious, Occult symbols. It is the invention of a prominent psychic who places it on the market and claims to have made thorough tests. The talking table is lithographed in three colors on heavy composition board, insuring smooth, easy movements for the beautifully designed table that indicates the answers to questions and decides problems. The Theo-Psycho-Ideo-Graph shows besides numerals and the alphabet all the zodiacal signs and Occult symbols; designed to facilitate a most complete reading by one or two movements of the Psycho-Guide indicating table.

JA DA DOLLS

Among new dolls is one called the Ja Da girl, which is furnished with real human hair and is most strikingly gowned, making it a good window display attraction.

POSTCARD THEATRE

A new product is the "Postcard Theatre," which is a pretty and effective toy. It is a theatre in miniature, with drop curtain complete. Postcards or any other pictures of suitable size can be inserted. The curtain is raised and some pleasing effects obtained.

NEW BOOKS

Compton Mackenzie's new book, "Sylvia and Michael," carries on the story of Sylvia Scarlet.

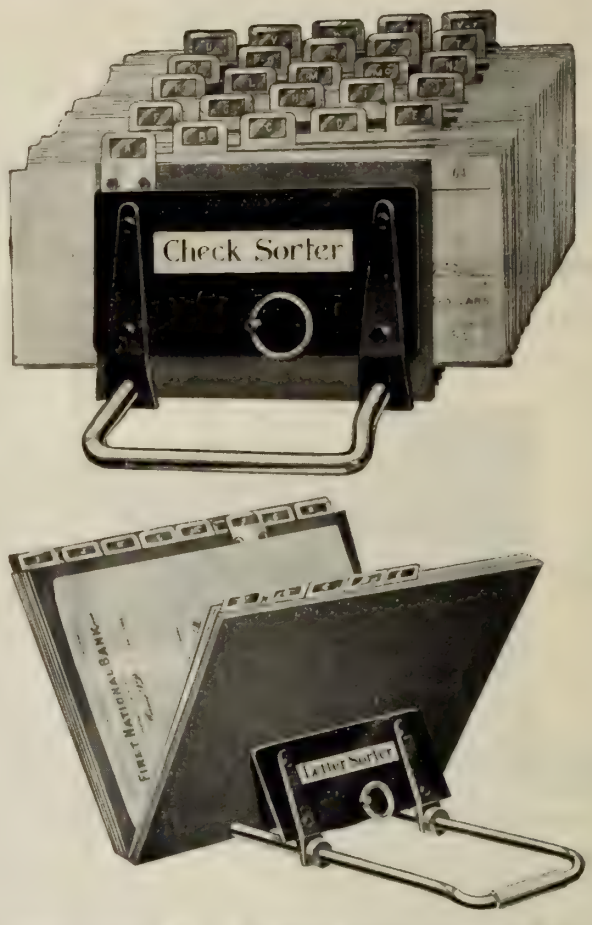
A new book by Henri Barbusse, author of "Under Fire," is announced for early publication. Its title will be "Light."

General Ludendorff's book viewing the war from the German side is being brought out in an English translation.

What Rex Beach has done for the romance of Western American railway building, Douglas Durkin, whose volume of poems published a year ago was so well received, does for Western Canada in his first novel, "The Heart of Cherry McBain," which will be ready this month.

A fine new novel just out is "A London Lot," by Neil Lyons.

"The Men Who Make Novels," by George Gordon, is a new book that should be read by every bookseller for the things worth knowing about authors that the book imparts.



Sorting Devices That Are Efficient Time-savers in Office Work and Good Items for the Stationer's Office Supply Stock.

NEW CANADIAN BOOKS

Major Douglas Hallam, D.S.O., son of John Hallam one of the prominent men in commercial life in Toronto, has written "The Spider's Web." It tells of the famous Zeebrugge raid in which Major Hallam participated.

A new Canadian story for girls is "The Girl of the New Day," by Ellen M. Knox, a Toronto writer.

An interesting item of Canadiana, coming this season, is "Canadian Singers and Their Songs," by E. S. Caswell, assistant Chief Librarian of the Toronto Public Libraries.

"Building of the North," by James B. Macdougall, is a Canadian book coming shortly, which should be well received.

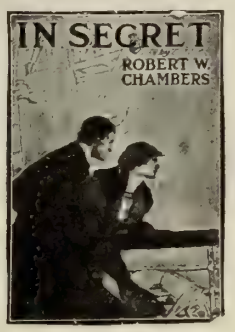
Charles E. Royal has chosen as the title of his volume of verse to come in early October, "Sourdough Ike and Other Poems."

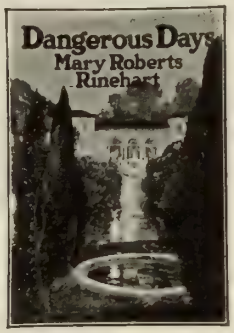
"Carmichael," a popular Canadian novel out of print for years, but constantly in demand, is being brought out in a new edition this season.

"Bob and Bill See Canada," is a new, strictly Canadian juvenile book by Alfred E. Uren, with pictures by W. Goode. Bob and Bill are bunnies, and their travels take them into all parts of the wide Dominion, scouting out all the points of interest. It is a book for children that is not only intensely interesting for children, but most educative.











8 Books for September Selling

BOOKSELLERS, DISPLAY THEM AND YOU WILL SELL THEM

RAINBOW VALLEY By L. M. Montgomery - **$1.60**

This popular Canadian author has never done anything better than "Rainbow Valley" and booksellers will find that the book will be in such demand this season and for Christmas trade as to eclipse the great record made by the best of the "Anne" books. First edition 50% larger than the first edition of "Anne's House of Dreams."

JOAN AT HALFWAY By Grace McLeod Rogers **$1.50**

What "Pollyanna" accomplished across the line "Joan at Halfway" bids fair to achieve in Canada. This romance of a Canadian sunshine girl down by the sounding sea, introduces a strange old house, locked doors of secrecy, buried hurt and the anger of old family feuds; the hereditary gypsy curse of the Thirst that was to fall upon every male of the Wisdom family. How Joan lifted the curse of Romany is the climax. Everybody who read the "Pollyanna" and "Anne" stories will want this book, which is bound to be a **best seller** this season.

JANET OF KOOTENAY By Evah M. McKowan **$1.50**

"Janet of Kootenay" is, as its name implies, a tale of British Columbia. Western Canadian stories that are well told were never in greater demand and this popularity is not confined to the West, but is true of readers throughout Eastern Canada as well—a fact which reveals the healthy **Canadianism** extant throughout the Dominion. This book is already looming up as one of the season's leaders.

BULLDOG CARNEY By W. A. Fraser - - **$1.50**

For sheer adventure and frontier setting W. A. Fraser is peerless. A vivid picture of the border land with its mounted police, its Indians and half-breeds. Aptly described as an excellent guide for an exciting West for anyone who wants to slip away for a while to a land of daring and romance. There is adventure a-plenty in "Bulldog Carney." A man's book par excellence.

MOON AND SIXPENCE By W. Somerset Maugham **$1.50**

The latest book by this talented English novelist tells the story of a London stock-broker who after twenty years of married life leaves his family for a career in painting. The possibilities for an interesting story are developed with all the consummate art of Somerset Maugham.

IN SECRET By Robert W. Chambers - - **$1.50**

This book would sell tremendously even were its author unknown, and the fact that it presents Robert W. Chambers in a new phase accounts for the place it has won among this season's six best sellers. It is shortly to appear in "the movies" with Pearl White as heroine. That will still further heighten its demand, a fact which must be taken into account by booksellers.

DANGEROUS DAYS By Mary Roberts Rinehart **$1.60**

Far and away the best novel ever written by Mary Roberts Rinehart, "Dangerous Days," another of the six best selling novels in Canada to-day, is bound to sell still bigger this autumn and booksellers will be wise to see that they have an adequate supply.

The Sky Pilot in No Man's Land By Ralph Connor **$1.50**

"The best selling novel in Canada and still going strong," that is the trade definition of "A Sky Pilot in No Man's Land." What more need be said about it to the bookseller alive to his opportunity?

The Publishing House of

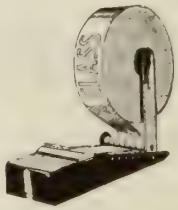
McClelland & Stewart, Limited

215 VICTORIA ST. **TORONTO**

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

RYCO TAPE MOISTENER

ADDS TO PROFITS



Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt. Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES

J. F. Ryan & Co.
52 Vanderbilt Ave.
NEW YORK

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.

Also ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND



Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

NEW GOODS
DESCRIBED AND ILLUSTRATED

LIGHT SYSTEMS

"Light Systems for Live Matter" is the general term that is applied by the Kohlhaas Co., of Chicago, to their extensive line of office specialties, which include the check sorter and letter sorter, illustrated in this issue. They have a number of other new items of interest to the stationery trade including special files for doctors and dentists, desk reminders, follow-up files. Another novelty of practical value is a pen extractor, made of metal, made for attaching to a desk. By its use a pen nib may be readily extracted, saving time and preventing soiled fingers.

NEW 'PHONE INDEX

A New York firm of manufacturing stationers have recently patented and are now putting on the market the "HW" Telephone Index. These are made in two styles, one for advertising purposes, as shown in the accompanying illustration and the other, more elaborate, to be sold at retail. The index is artistic, durable and practical, and they are not only desirable to stock but here is an opportunity for stationers to sell them in quantities for advertisement purposes.

TRANSPARENT DESK PAD

The newly introduced standard transparent desk pad is a very useful article for anyone who uses a desk. It has a celluloid transparent top which covers a handsome sheet of gray artillery blotting. Important notes and memorandums are placed on this blotting paper under the transparent top, where they are sure to be seen, and yet cannot be brushed off or blown away. The corners are of black leather, which improve its appearance and insure its lying perfectly flat on the desk. This pad, which is manufactured by Boorum & Pease, of 109-111 Leonard Street, New York City, is made in two sizes, 12¼ x 19¼ inches, and 19¼ x 24¼ inches.

HAIR GOODS

Hair nets are very scarce, and buyers from the States have been scouring Canada in an effort to get what supplies they could buy here. Deliveries have been very poor. The silk nets are more easily procured.

Hair ornaments are in strong demand and prices remain strong.



Something New in Fountain Pens

SELF FILLING, GLASS POINTED

Suitable for manifold book entries.

Does not leak, never fails to work and is easily refilled.

Be the first to introduce these to your business clients.

FULL PARTICULARS

W. J. STOREY
184 Park Ave. MONTREAL

Why is the Peerless the Best Moistener?

$1.00

Ask any of the thousands of users and they will tell you it is the best on the market.

Simple—Useful—Economical

We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

PEERLESS MOISTENER CO.
826 S. Claremont Ave. CHICAGO

"The Guarantee of Quality"

FULTON

Self-Inking

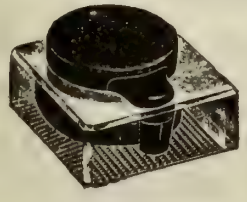
Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS OF ALL STYLES



Manufactured by

Frank A. Weeks Mfg. Co.

93 John St., NEW YORK CITY, N. Y.

Canadian Jobbers handle our lines.

Weber Artists' Materials

Tempera Colors
Tempera Canvases and Academy Boards
Students' Tempera Colors
Finely Prepared Artists' Oil and Water Colors
Pastels and Pastel Painting Materials
Fine Quality Brushes

Catalogue on Request

F. WEBER & CO.

Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches: St. Louis, Mo., Baltimore, Md.

Who Pays for the Advertising?

"WHO *pays for the advertising?*

The consumer, of course. He pays for every expense of putting the goods into his hands —including selling cost. This and production cost are both so reduced by successful advertising that he pays LESS for the same goods, just because they are well advertised. You ride cheaper on an excursion train than if you hired a private car —even a cattle car. And you don't ask "Who pays the fare?"

—THE OPTIMIST

IVORY

Among the new ivory ranges on the market are some attractive designs in jewel boxes. There seems to be more emphasis placed on the medium sizes of these than on the very large ones, which is good evidence of the better selling of the medium sizes. One of the new designs shows the lid and bottom extending well beyond the three sides, where there are no hinges; in front these extensions go farther, each coming in a graceful curve to a point in the centre.

Ring boxes are gaining in favor with the revival of engagements and marriages this year.

There are some novel octagonal, bell-shaped powder boxes and hair receivers.

KNITTING BAGS

Real knitting bags are still needed, too, for in spite of the lack of war knitting and the scarcity of sweaters women still knit. One of the pretty knitting bags is made of soft cream linen, of heavy quality. On it is embroidered a seated lady knitting, and the ball of wool in her lap is a real little ball of wool. Also the diminutive servant who stands before her has real worsted, in little balls, in his basket.

NEW IDEAS IN CALENDARS

Some notable new novelty calendars are included in the new samples being shown by the representatives of the Alphalsa Publishing Co., of London, including over fifty designs in wood-carved figures, hand-painted butterflies, lucky black cats, etc. This company is now putting out the "Versailles" series of hand-printed designs on hand-made paper as produced by Leon Verdier, Ltd.

LOCAL STATIONERY

A new introduction in England by E. Marlborough & Co., of London, is a new series of "Local Stationery," comprising 100 single sheets printed, boxed loose. Attractive boxes are used, and are sold at 7s. 6d., 11s. 6d., and 13s. per dozen. A novel idea is the printing of private addresses on notepaper put up in the form of writing-pads with or without envelopes and blotters. The printing of private addresses of three lines costs 6d. per box extra, including postage, and can be sent direct to the shopkeeper or to his customer. Among others, local school or college addresses can be printed.

Pugh Specialty Co.
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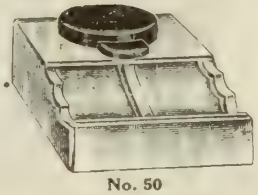
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Pat. Nov. 5, 1912



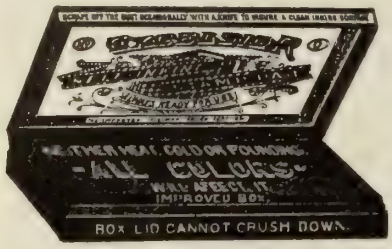
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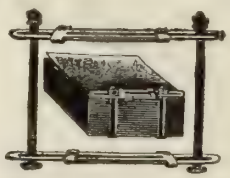


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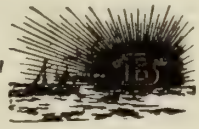
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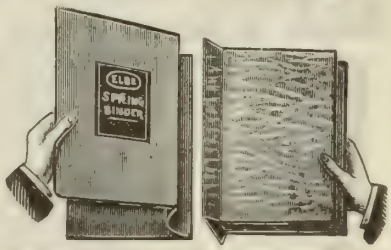
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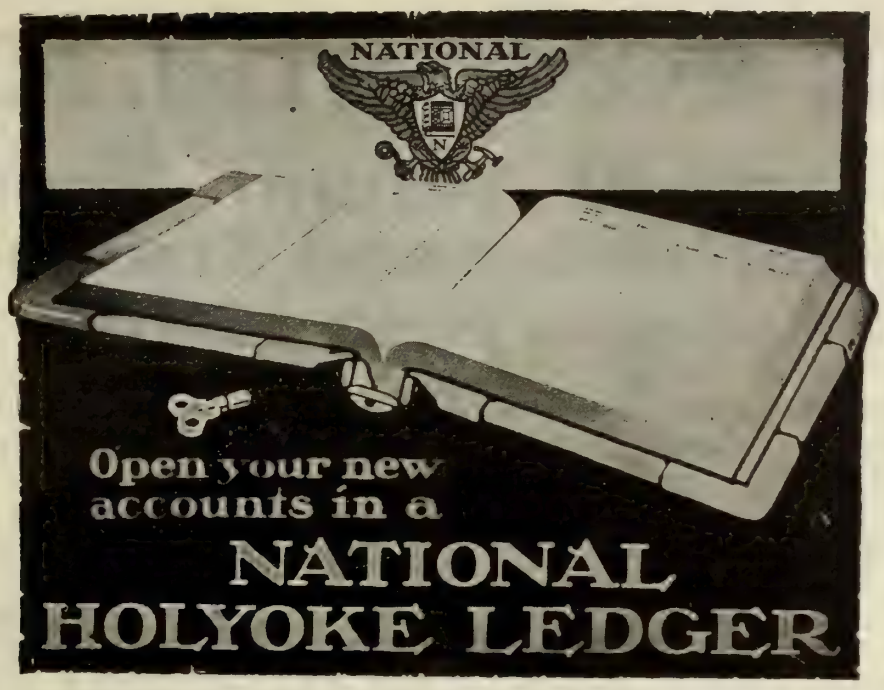
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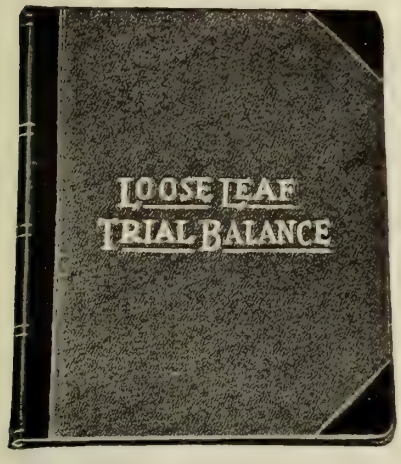
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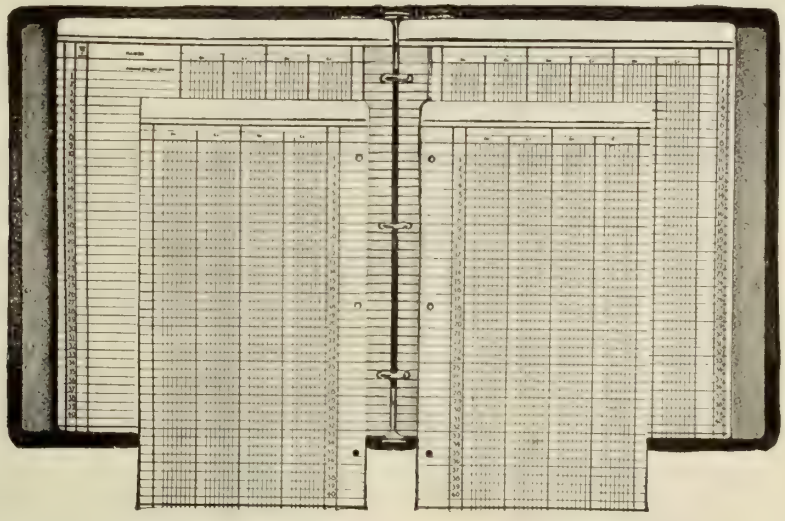
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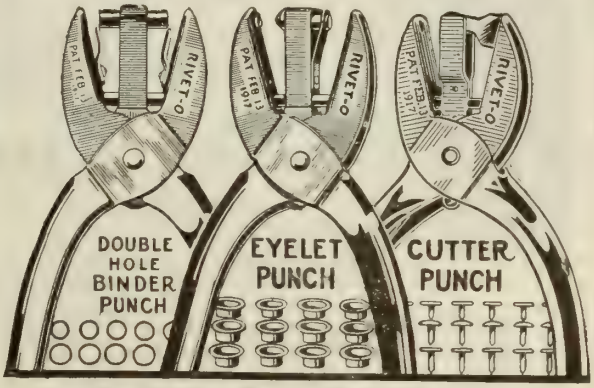
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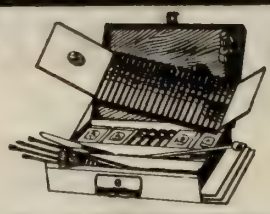
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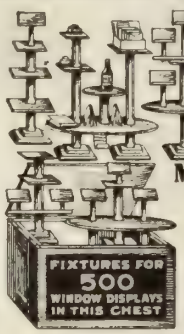
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CONTENTS OF MACLEAN'S OCTOBER, 1919, ISSUE

"We Must Start Afresh,"
By Ralph Connor.
An article on the need for Canadians to gain a new viewpoint on things political, social and religious as a result of the war.

"Those Pesky Farmers Out West,"
By Hopkins Moorhouse.
An article on the grain growing movement and the way in which it is upsetting all political calculations.

"Fifty Years in the West,"
By Professor W. T. Allison.
A story of the remarkable business career of J. H. Ashdown, of Winnipeg, one of the earliest pioneers of the prairies.

"Solving the Problem of the Arctic,"
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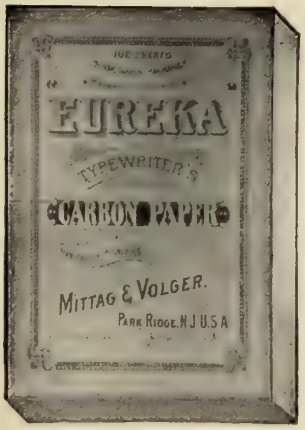
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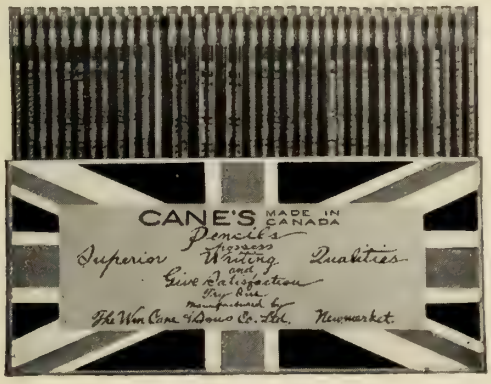
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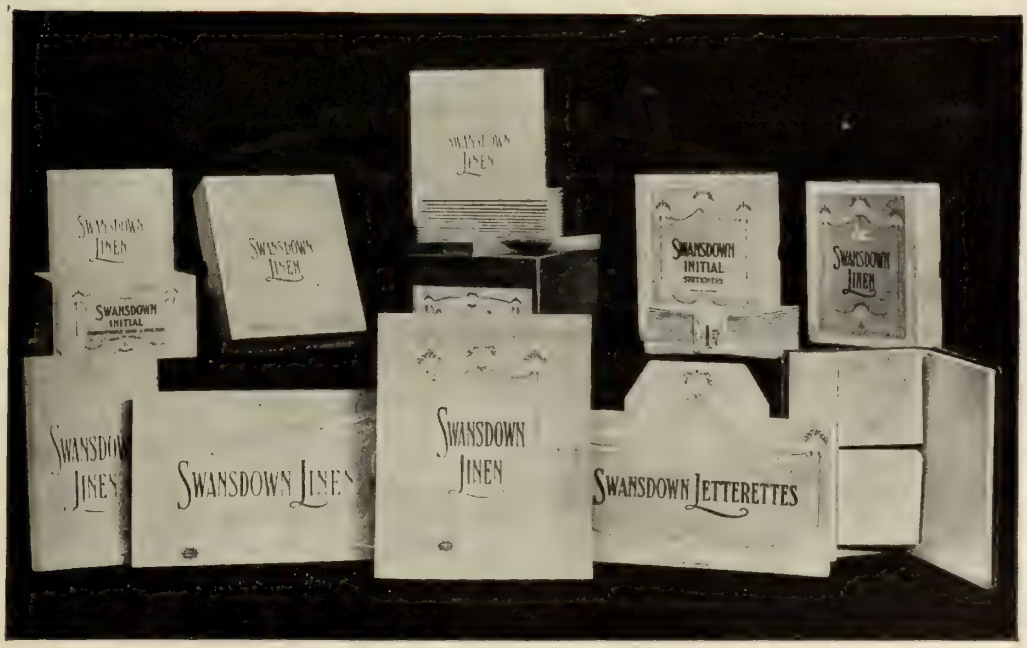
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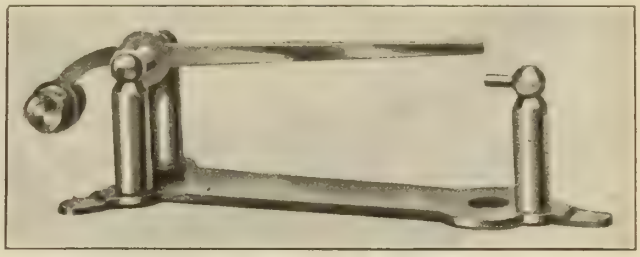
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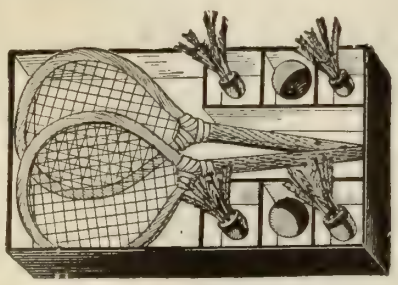
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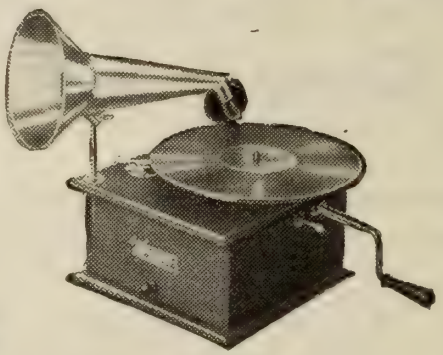
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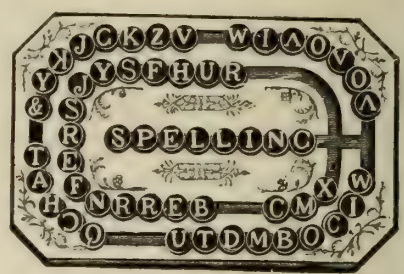


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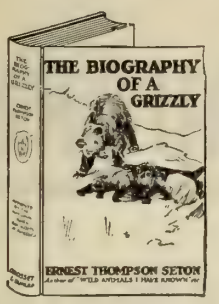
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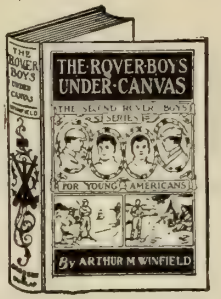


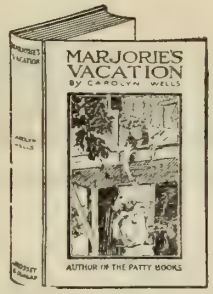
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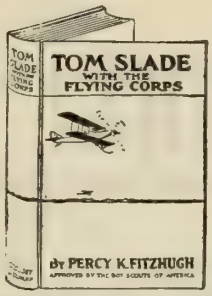
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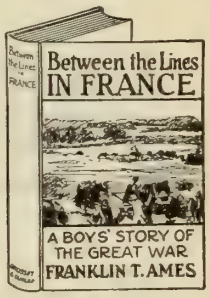
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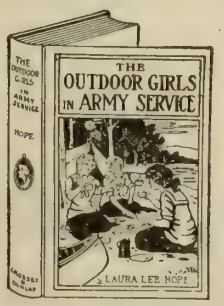
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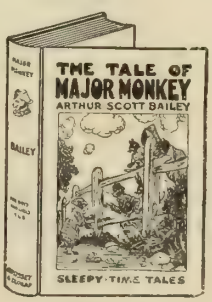
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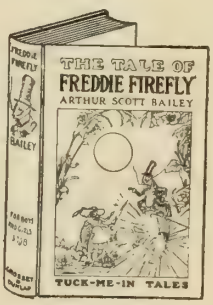
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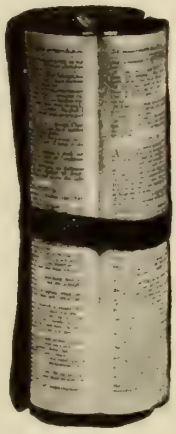
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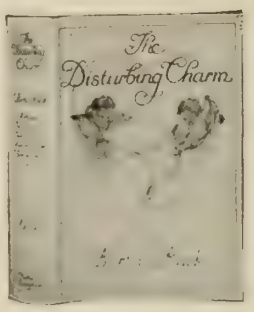
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Montreal, Sept. 15.—There have been more books by Canadians, telling their fellow-Canadians, how to solve the problems of this problematical age, published in the last twelve months than there were in the twelve years preceding them. In spite of the constantly rising cost of paper and printers' wages, everybody who wants to be accounted anybody has been getting out a book on one or all of Canada's problems.

Business men write a tome on economics to-day just as readily as they used to promote a merger in 1913. Amid this mass of literature, most of which recalls in its unreadability the volumes of sermons which every respectable cleric used to turn out twenty years ago, there has been only one conspicuous popular success, namely, "The Clash," by W. H. Moore.

Up to the present time there has been no effort by any Canadian writer to bring his teachings down to the common level by casting them in the form of a novel, as every teacher of new doctrines has long been doing in England and the United States. It takes more time, more art, and probably more brains, to write a novel than to write a disquisition on economics. But at last the ecomonic and social problem novel is about to arrive in Canada, and the author is the same W. H. Moore who produced "The Clash," and who, prior to his adventures into literature, was that universally known and universally welcome personage, "Billy" Moore. A few advance copies of "Polly Masson," the new novel, have got abroad and one of them has reached "The Sun" correspondent. It deals, like "The Clash," with the relations of French and English in Canada. Its heroine is a lovely and patriotic daughter of one of the oldest French families, and its hero an English-speaking politician who is brought by Polly to see the light and to abandon the practice of winning elections in English-speaking Canada by denouncing the French. He loses the Premiership thereby, but wins his lady love, and we are left in the conclusion to wonder whether Canada will ever grow up to the new ideals of racial sympathy and understanding which are typified by the union of these two lovers.

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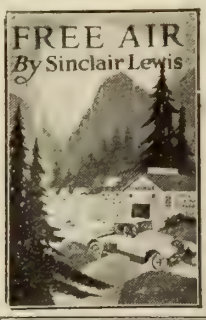
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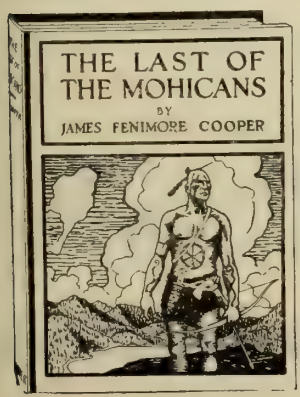
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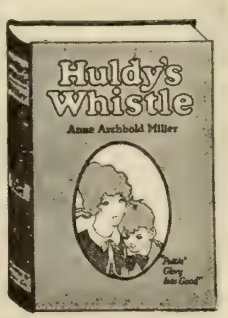
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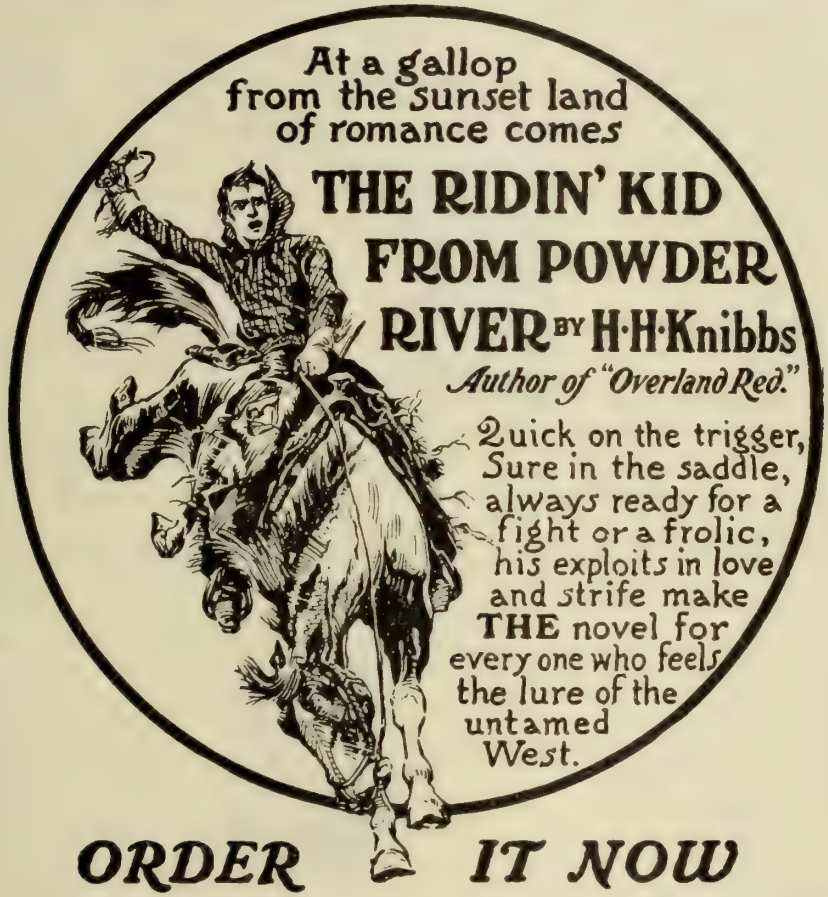
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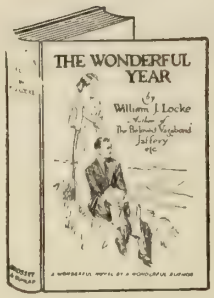
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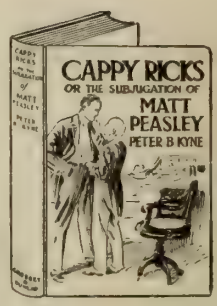
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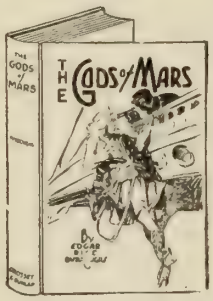


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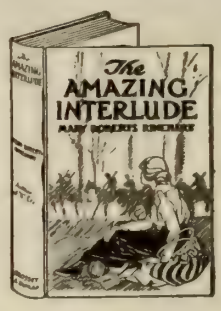
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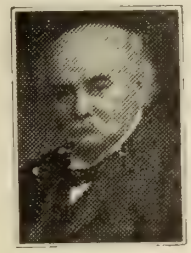
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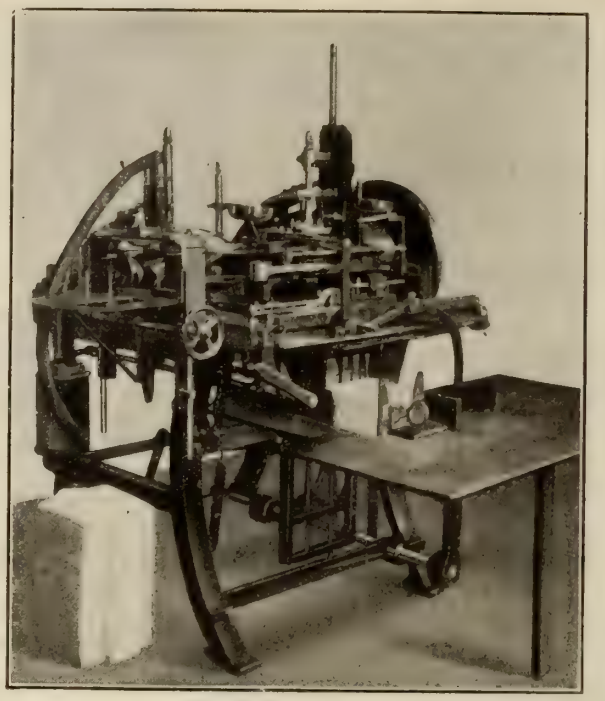
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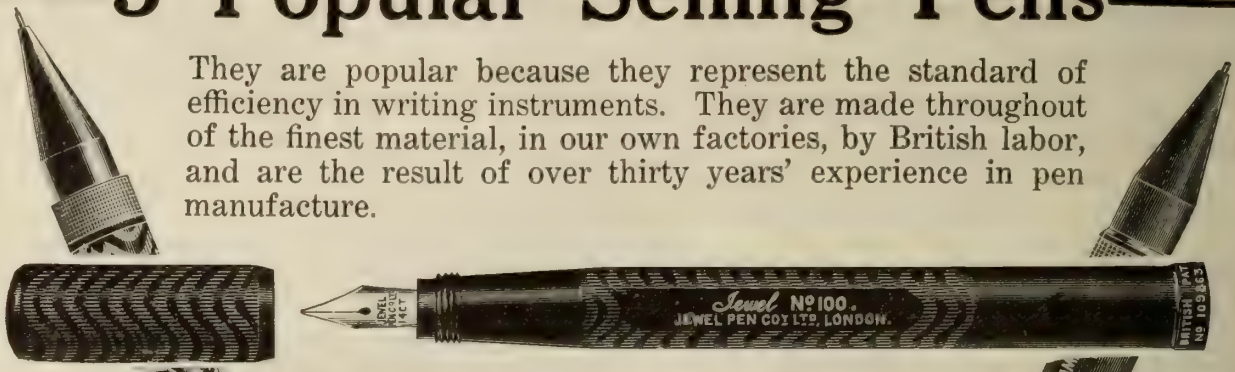
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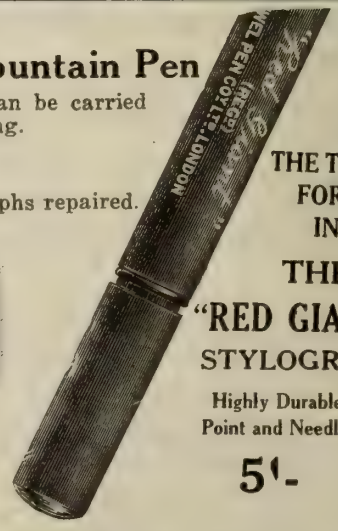
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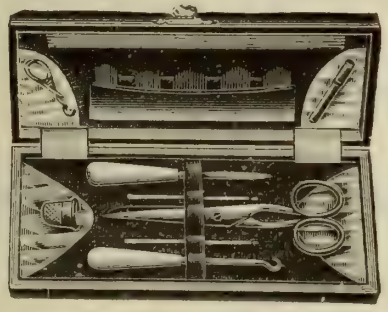
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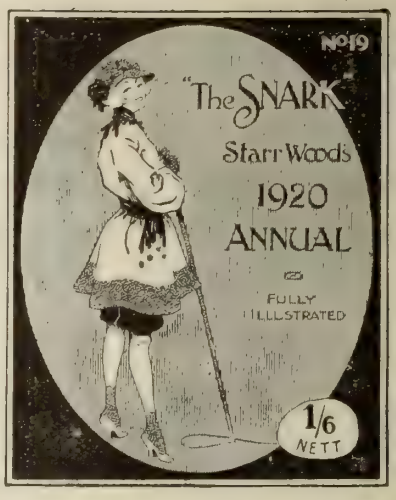
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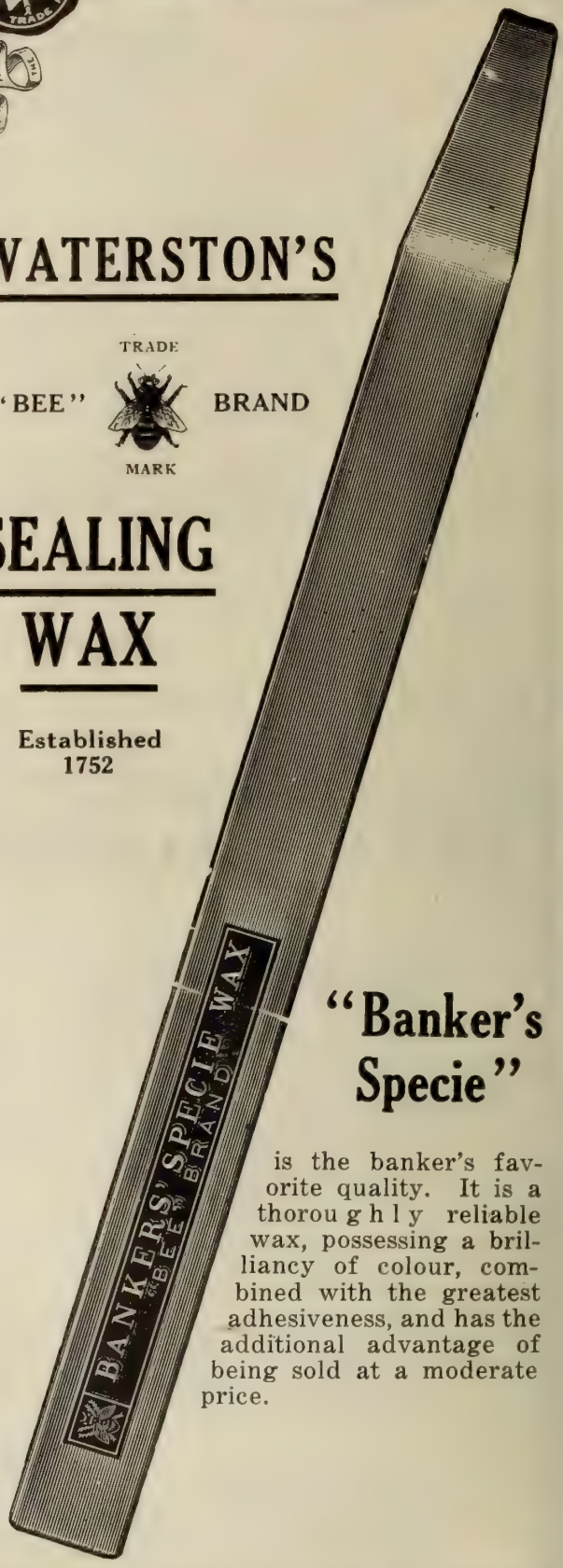
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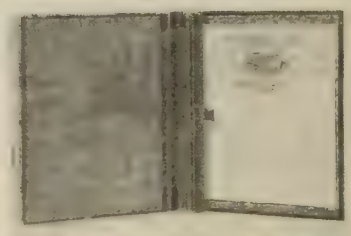
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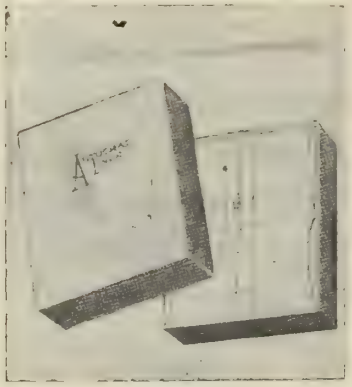


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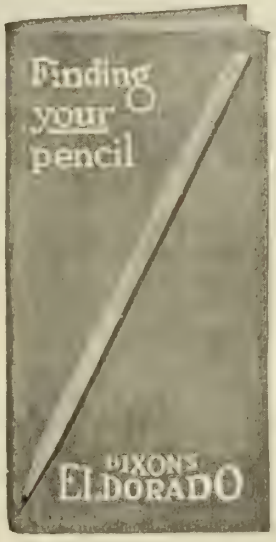
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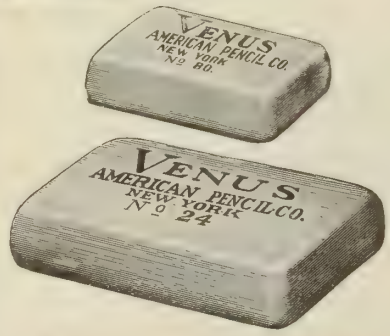
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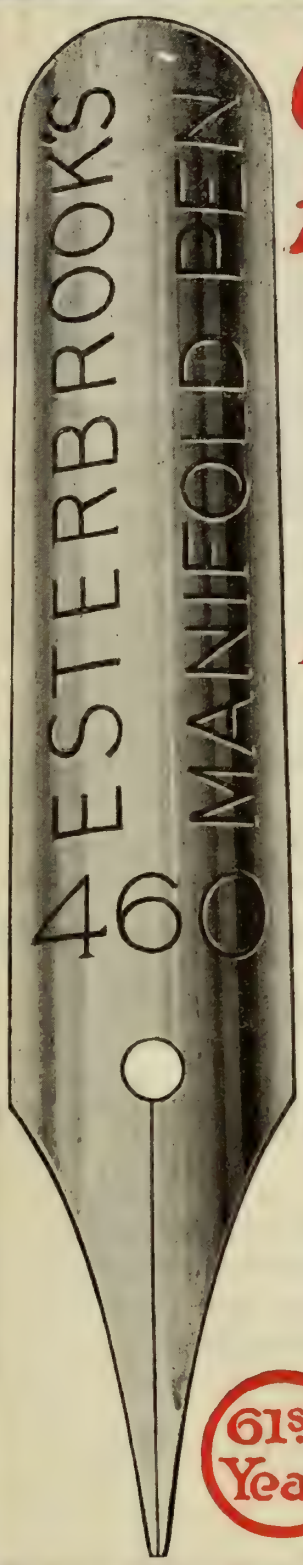
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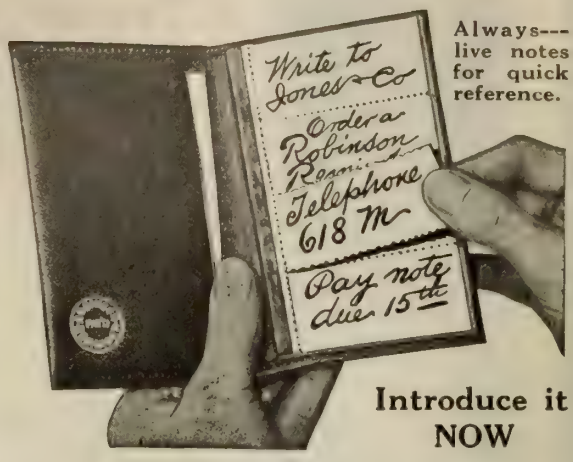
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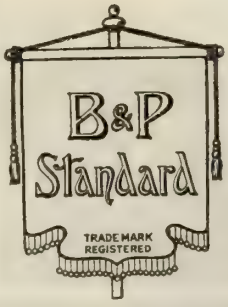
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AND OFFICE EQUIPMENT JOURNAL

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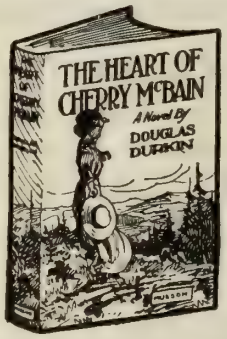
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Editorial Chronicle and Comment

BOOKSELLERS, WAKE UP!

NOT merely doubled sales, but present sales of books *multiplied by ten* is an objective for booksellers in Canada that is not only advisable but imperative, having in mind the continued existence of the bookstores as such. No bookseller can be blind to the encroachments of dealers in other branches of trade upon the preserves of the legitimate retail book trade, but what are we booksellers doing to offset this tendency? There isn't even a trade organization of retail booksellers in Canada! The proposed organization that is being pushed by some of the livest members of the trade is designed chiefly to promote the interests of the stationers. Some of these workers are stationers pure and simple, not dealing in books at all. This is mentioned here simply to impress upon the retail booksellers that they must do something to better their condition and give the publishers an outlet in retail sales approaching more closely what it really ought to be.

James H. Collins, a well-known exponent of merchandising principles and practices, writing recently in *Saturday Evening Post* on the subject of "When Merchandise Sells Itself," had this to say about the marketing of books:

"Book publishing is one industry that suffers for lack of retail outlets. Even the popular novel sells in numbers far below the real buying power of this nation of readers, because perhaps 25 per cent. of the public can examine it and buy it at the city book stores, while it is never seen by the rest of the public.

"For lack of quantity production based on wide retail distribution the novel sells for a dollar and a half.

"But for a dollar you can buy a satisfactory watch.

"That is made possible by quantity production. Quantity production of dollar watches is based on their sale in 50,000 miscellaneous shops, through the standard stock and the teaching of modern mercantile methods. Book publishers have made experiments with the dollar novel, but it sold just about the same number of copies as the $1.50 novel, because only about so many fiction buyers were reached through the bookstores. Now the standard stock idea is being applied to books, with assortments of fifty or 100 proved titles carried by the druggist and stationer."

What are the booksellers of Canada going to do about it? Isn't it high time to awake from deadly somnolence and organize to protect this trade—now so vitally threatened?

We earnestly hope that the retailers who are properly classed as real booksellers will give their attention and lend their active support to this movement to provide an organization for the stationery trade so that it may include the book trade interests as well.

THE TOY INDUSTRY

AS a sidelight in the development of the toy industry in Canada it is interesting to reproduce the following editorial from the Victoria *Times* of Aug. 27, on the subject of "British Columbia Toys":

"Manufacturing toys is not often placed in the realm of industrial expansion by those who are striving to increase the commercial prosperity of British Columbia. Launching a new industry is usually associated with the outlay of a large amount of capital. Many enterprises, of course, demand it. Nevertheless there should be a great future for the toy-making industry in this Province. The Murrayville Toy Company is a concern of two employees—both of them returned soldiers—and its first year's output was marketed for $3,000. To extend its facilities so that the plant may meet its increasing business the Provincial Department of Industries has applied the Industrial Aid Act by loaning the company $4,000. This assistance should be a good investment for the Province.

"It is common knowledge that Bavarian Germany—and largely one city—supplied most of the world's toys before the war. Visitors to Nuremberg in those days were able to realize how a community of 300,000 people owed its industrial pre-eminence over all other Bavarian cities to the manufacture of toys—universally known as Nuremberg wares. But the war altered conditions considerably and Japan very quickly saw a vast field for her native enterprise. During the last two years the Japanese toy has travelled to the four corners of the world. There is, however, room for the Canadian-made article. Canada's annual toy importation hovers between six and nine million dollars. For that reason the practical application of the new statute by the Department of Industries should have the support of the public of the Province in a demand for the British Columbia-made toy."

The *Times* is in error, however, in its reference to the volume of Canada's toy imports, the total imports from the three leading sources for the last

fiscal year, ending March 31, 1919, being as follows:

Great Britain	$ 28,208
United States	708,489
Japan	228,741

The present year will see a decided jump in toy importations from Britain, but the Old Country is not yet in shape to assume its rightful position in supplying toys for this market and a still greater increase will unquestionably be witnessed next year.

Of the total value of toys sold in Canada last year, about $800,000 worth were made in Canada.

STATIONERS' EXHIBITS AT C.N.E.

It is quite evident that the already extensive grounds and buildings of the Canadian National Exhibition will of necessity have to be greatly enlarged in order to provide for future requirements. The Exhibition is truly national in its scope, and those who attended this year are almost a unit in predicting tremendous growth in both features and attendance at Canada's National during succeeding years. As the scope of the Exhibition widens it may be assumed that more and more concerns identified with the book, stationery and toy trades will be represented among the firms having exhibits at this fair and it is hoped that there will be more representatives of these trades in the Process Building next year.

Many manufacturers of stationery and toy trade lines were exhibitors and displayed their wares to the many thousands of visitors from all parts of Canada, and from other countries. Chief among the lines exhibited were office furniture, writing paper and envelopes, crepe paper and other paper specialties, fountain pens, phonographs, toy books, toys and dolls.

A TONIC FOR BOOKSELLERS

THERE is a good lead for booksellers, for the prosecution of their trade, in the remarks of Hon. Dr. Cody, Ontario Minister of Education, in the course of an address at the recent sessions in Toronto, of the school for the professional training of librarians.

Dr. Cody said in part:

> **"The autumn is here, and winter will soon be upon us. Let the resolution be formed to carry out a systematic course of serious reading and a sure cure will be found for the hurly-burly and distractions of modern existences. One can retire from the discordant atmosphere of everyday life, to a world of one's own choosing. 'The mind is its own place, and can make a hell of heaven or a heaven of hell.' Study the stars and the immensity of space, and laugh at the presumption of man busy with his little footrule. Contemplate nature in its diversity and infinity, and marvel at the miracles by which we are surrounded on every side. The trouble with most of us is that our lives are altogether too grovelling. We so seldom look up and around. Like misers and beggars, we creep with our eyes glued to the ground, on the offchance of picking up some material good, and so miss the larger things of life. Our thoughts are on dross, when they might aspire to the skies."**

While addressed to librarians, this inspirational advice is equally applicable to booksellers as large distributors of books to the public.

It serves to bring home again the high calling in which booksellers are engaged. Taking a pride in one's profession is good for the soul and it is also good for business. Let the booksellers, therefore, always keep their minds alert along this line, giving heed to all activities of library and educational bodies and adapting to themselves the teaching that emanates from conventions and other meetings marking the activities of these organizations.

PROMOTE NATIVE INDUSTRY

IN the United States the toy manufacturing concerns have an association, and chief among its activities is the promotion of patriotic preference on the part of the people of the United States for toys of American manufacture. Advertisements are run in various newspapers and magazines of general circulation. In the current issues of the trade papers appear two-page spread advertisements drawing the attention of the retailers to this general advertising campaign of the association, appealing for their full co-operation toward making the campaign successful to the highest possible degree.

In the advertisements for general circulation a special design adopted by the association shows Uncle Sam with his face wreathed in smiles holding a little boy and a little girl in his arms. The boy has a toy horse and the girl holds a doll. With this design the following lines are printed under the heading "American Toys":

> The pennies spent on little toys
> For Uncle Sam's own girls and boys
> In turn, of course, go back again
> To our own loyal working men.
> American—the Workman's Hand.
> American—'twas Built and Planned.
> American—in Spirit, too,
> America's Toy Gift to YOU.

These advertisements are being given widespread circulation, and in view of the large circulation of U.S. periodicals in this country this publicity is extended to Canada to a considerable extent, serving to emphasize all the more the advisability of some similar course of action on the part of Canadian toy-making concerns to offset not only the possible re-entry of German toys and dolls into the Canadian market but to point out the value to Canada of supporting Canadian industry by buying toys made in this country. It is up to the Canadian toy manufacturers to take the initiative in adopting a course along the line suggested.

The war has knocked the saw-dust out of the German dolls.

New Bookstore's Remarkable Success

Montreal Bookseller Makes His Opportunities—Thoroughness Will Pay Big Dividends —The Personal Touch Brings Its Own Business Reward

THE story of the University Bookstore, 43 McGill College Avenue, Montreal, is a story of success, and this success, in the one word of its proprietor, Colin L. Holborn, is built upon "thoroughness." A long word but a short motto—it is the one thing upon which Mr. Holborn claims to have started his business—only fifteen months ago. This short period has registered history for the enthusiastic proprietor, and he is to-day looking forward to bigger and better things. He is confident that a big future is in store for his enterprise and is determined to carve that future out for himself. In brief, according to Mr. Holborn's own statement, he is not an opportunist, but an opportunity maker, believing, as he says, that opportunities do not come but are made.

Mr. Holborn came from England. The experience he gained in the employ of a successful firm there he values highly, for it was the groundwork which he considers indispensable for the bookseller who would enter a commercial business. "It did not matter what the task was," said he to BOOKSELLER AND STATIONER, "we had to wash windows, sweep floors, open, check and mark goods, and we had to work early and late. It meant hard work, but we learned how to do things."

Be a Mixer

Mr. Holborn has secured much business by going after it hard and by making his business known to his acquaintances. "Work and talk," are two other indispensables in the business policy of the University Bookstore. The first of these needs no comment. But customers wish to know things—above all, they want to know—customers who regularly visit a bookstore—what is new and what is coming along. It is quite essential, therefore, that the bookseller talk and talk much. It is one of the few occasions when much speaking availeth much. The reserved, the non-communicative, have no place in bookselling—or have an unimportant place at best.

In furthering this policy of mixing with those whom he would cultivate as future patrons, Mr. Holborn realizes that he must get out of his store and make new acquaintances. There is that in the average human which appreciates an advance from another if it be done in the right proportion of diplomacy. This old world would look different to many of us if we mixed a great deal more—if we sought to know the other fellow's viewpoint. And so Mr. Holborn gets outside his store, meets people and cultivates friendship. Much business comes from this contact as a natural thing.

Two Concrete Cases

In one instance, recently, the proprietor learned of a new block being completed and believed that there would be some offices there. Naturally, the occupants would want stationery. By direct solicitation he secured an order for this class of goods which amounted to $125. It was profitable business, and indicated that the business might often be had for the asking. The size of one's store really cuts no figure in securing business of this kind. It is simply a matter of knowing costs and knowing stationery. This knowledge possessed, the stationer need have no fear of the result. He will get at least a share of the business that just awaits his solicitation.

In another instance the securing of an account which has grown materially since the first order was taken, well illustrates the value of attention to little things.

"One day a woman dropped into my store and mentioned the fact that she could not get a certain book anywhere. 'Many others have tried to get it for me, but the answer is always disappointing and I have not been able to get it.' I suggested that I be permitted to get it and this suggestion was agreed to. Two weeks later the party called up and I had the book. She was much surprised, and greatly pleased. Since then she has purchased at least $40 worth of special books and will buy more. I was agreeably pleased to learn that she was a millionaire. I had to do some scouting for that book to get it, but I succeeded."

Here are two instances that may be unusual, but they illustrate what departure from the path already beaten by merchants who do not use their initiative, will do for the aggressive fellow. To beat one's own path develops self-reliance and usually pays good dividends.

Gets Magazine Business

While developing many phases of the trade, Mr. Holborn has been vigorously getting after magazine subscriptions. He makes it a point to say a word to customers calling for other lines. Often they have a particular magazine coming to them by mail through a placed subscription. Where possible, he secures the date of expiry, makes a note of this and then looks forward, when the time arrives, to getting the renewal. This plan has worked out well and many new customers are thus secured.

Recently a new boy's magazine appeared. Mr. Holborn sensed an opportunity, which, if improved, might land some orders. By getting after the boys he finally obtained over forty subscriptions. It might be mentioned that every extra subscription taken was likely to lead to another, for boys have friends and the most natural thing for boys to do while boys, is to talk. "Where'd you get yours?" they're likely to say. Then the rush starts—or soon thereafter. And the boys, it ought to be remembered, are good buyers. They need things other than books. Perhaps they "nose around" sometimes, and do not know just what they want—maybe not want anything at a particular time, but they will sooner or later. And college lads in particular, Mr. Holborn pays close attention to enlarging his acquaintance among these chaps, and goes out of his way as to the progress they are making with their studies.

Here's a Good Point

"A customer comes in sometimes and asks for something which one may not have. May I get that for you, I ask, and usually this is satisfactory to the party. Often the remark is added—'You don't need to hurry, I do not need it right away.' But I always make it a point to get the order off right away, for when a customer wants a thing he is in the mood to buy, and that's the time to sell him."

This is a cardinal point with Mr. Holborn, and he has found it pays. "If a customer finds that you are prompt in matters of this kind he is likely to think you are prompt in other ways, too," he said. And if customers find a merchant to be prompt, those customers will carry away the impression that is worth while.

In the selling of books that are likely to have a big sale for a brief period, such as obtains with school text books, the bookseller must exercise great care not to overstock. Mr. Holborn has found it a paying plan to keep posted on supply, so that one may rush in an extra stock to meet the "immediate" demand. In this way, during the present fall selling season 150 volumes of a certain text book were disposed of within two days, 100 the first day and 50 the next. This meant quick turnover, pleased customers, and a clearing up of a stock that would, had it been retained too long, have stuck on the shelves for many months perhaps.

The child is attended to at the University Bookstore with as much care as is a grown-up. The reason for this is obvious. The child will, sooner or later, be the real worth-while customer for text-books and other school supplies, and eventually for university requirements. It may be but a five-cent purchase to-day, but if the right attention is paid on every opportunity to these juvenile patrons, there is a good opportunity of securing the bigger order just before school next opens. A child may wander into a store to buy a five-cent exercise book—the only item in the list which was not to be had at the store which secured the bulk of the order, but prompt serving of that child may mean a new account within the year, perhaps sooner.

"Then, too, the extra five cents may swell the day's sales to three figures," concluded Mr. Holborn.

NEWS OF THE TRADE

CHAIN BOOKSTORES NEXT

A project which the stationery and book selling trade will watch with considerable interest was made public this week when announcement was issued of the incorporation of The United Book Stores in New York, with an authorized capitalization of $3,000,000.

It is the purpose of this concern to own and operate a chain of retail book and stationery stores throughout the United States and Canada. In the larger cities the plan includes the opening of several stores, with one or more according to the sales possibilities in other smaller cities.

These stores will be standardized somewhat along the lines of the United Cigar Stores, with standard shop fronts and uniform management originating from the source of headquarters.

FULL OF GOOD THINGS

In supplementing the firm's subscription for BOOKSELLER and STATIONER by an additional copy for one of the assistants, R. O. Smith & Co. took occasion to refer to the August issue as being "full of good things for live stationers."

SALESMAN AS EDUCATOR

A salesman in a book shop may become an educator or a preacher of righteousness if he himself is of the right mental and moral type. It is all right to suggest the new novels to the lovers of fiction or the new book of humor to the one fond of jokes and funny things, but if the salesman will tactfully suggest works of a more serious and informing character he will be performing a service and will place himself on the level of an educator.

The writer will always treasure the memory of a librarian in Baltimore who, when he was a lad of fifteen years of age, noting that he had a keen mental appetite for weird, wild, sensational and lurid fiction, that so appeals to boys of that age, kindly asked him to read "Self Help," by Samuel Smiles. He did so, and read all the other books written by that same inspiring author. That librarian created a new mental appetite for him for he lost all taste for the sensational and breezy and racy abnormal type of books and read principally afterwards the works worth while.

Whatever modest literary taste he has is in a larger measure due to that librarian who suggested a better type of books for an ambitious boy to read.—"Successful Selling."

Besides selling school supplies, stationery, etc., the Zurich Book Room, Zurich, Ont., have been selling gramaphones and records, but will hereafter restrict their business to books and stationery.

LINES TO A PENCIL

I know not where thou art.
I only know
That thou wert on my desk,
Peaceful and contented,
A moment back,
And as I turned my head
To light a pill,
Some heartless wretch
Went south with thee.
I know not who he was,
Nor shall I investigate.
Perchance
It may have been
The guy I stole thee from.

Selected.

THIRTIETH ANNIVERSARY

An interesting issue of the White and Wyckoff "Viewpoint" is that marking this firm's 30th anniversary. The cover design is one introducing the acorn and oak idea, the acorn showing a picture of the little one-room building with six employees, where the White & Wyckoff Mfg. Co. began business in Holyoke in 1899, while the branches of the big oak of 1919 merged into a view of the modern six-storey building now occupied, in addition to warehouses in which more than 600 skilled operatives are kept busy. Numerous illustrations of different departments are shown, together with descriptions of the various processes of manufacture in addition to some suggestions of practical value to retail dealers for the selling of goods.

SHAW COMPANY EXPANDS

CHICAGO.—A. W. Shaw Company, publishers of System, Factory, and Business books, have purchased an east frontage on Cass Street, extending from Erie to Huron Streets, 218 by 120 feet, for the reported consideration of $117,720. It is announced that the company will, in the immediate future, begin work on construction of a new building at an estimated cost of $200,000. The new structure will consist of two stories and basement, which, in addition to a modern working department, will contain a restaurant for employees, recreation room, gymnasium, roof garden for summer rest room, and offices for the company's physician, who will be constantly in attendance. This is the second purchase of the Shaw Company in this district, as two years ago they acquired the north-east corner of North Michigan Avenue and Superior Street, 109 by 150 feet, for $218,000.

MERGER IS MOOTED

Kitchener, September 17.—A big merger of gramophone manufacturing companies in Canada is reported, which is said to include the A. B. Pollock Manufacturing Company, of this city. It is said that the headquarters of the new organization would be in this city. The Pollock Company, however, deny the report about the merger, but state they will build an addition to their plant. It is known that at least a big expansion in this city is coming, regardless of whether there will be a merger or not. The manufacture of records in this city is also said to be contemplated.

NOW THE SANFORD PEN CO., INC.

An announcement of interest to the stationery trade is that of the reorganization of the Sanford-Bennett Company, makers of fountain and stylographic pens.

The new concern will be known as The Sanford Pen Co., Inc. The interests of the late Frederick D. Bennett have been purchased by substantial business men of the U. S. and Canada. All obligations of the former company have been assumed by the new organization, of which William W. Sanford has been elected president.

The Sanford Pen Co., Inc., has been fortunate in securing the services of Harold F. Ritchie & Co., of Toronto, as its selling agents. The Ritchie organization is well known for its progressive methods in increasing sales and for its efforts in co-operating with the retailers.

The new company begins its career with increased capital and every prospect of success. It is fully equipped to fill all orders promptly and arrangements are now being made to increase production which will soon be necessary because of the added impetus which will be given to sales under the new management.

FINE NEW STORE FRONT

R. Uglow & Co., of Kingston, Ont., one of the best known of Canadian bookstores, recently installed a new and thoroughly modern store front.

One steps from the street into a red quarry-tiled vestibule before entering and cannot miss the display of goods on either hand, well arranged against a background of mahogany and leaded glass.

The bases of the windows are marble, and all outside frames of copper in statuary bronze finish. The floors of the show windows are of oak, with walnut strip borders. The ceilings and panelling are of birch, mahogany finish.

The artistic combination of copper,

marble and fine woodwork is a credit to Canadian workmanship.

For the week of September 15 the new windows displayed talking dolls and new children's toy books. They were a great source of attraction to all mothers and little people.

Vancouver, B.C., Sept. 18.—The death occurred at the Vancouver General Hospital of William Le Page, aged 70. He was a native of Charlottetown, P.E.I., but had been a resident of Vancouver for many years. Some years ago he invented a liquid glue which proved a great practical success, and although the control of this passed out of his hands, it is still being manufactured in the East in large quantities.

The Regina Bookstore is now under the management of C. F. Herbert and H. F. Noble, succeeding R. Dixon.

J. Doherty, after nearly four years in France, is back on duty in the book department of the Canada Drug and Book Co., Regina.

DEATH OF HENRY BROPHY

Henry Brophy died suddenly in New York on September 25.

Mr. Brophy was vice-president of the American News Company, Ltd., which, a couple of years ago, succeeded The Toronto News Company, Ltd., and the other separate news companies of Canada—Montreal, Winnipeg, Vancouver, etc. He came here from Montreal, where he had managed the News Co. there, and succeeded the late Mr. Irving in Toronto.

Mr. Brophy was, until a few years ago, an ardent sportsman, being well known on the golf links and, in his younger days, a successful lacrosse player. He also was a church organist when a young man. He was an outstanding personality in more ways than one, standing well over six feet in height and proportionately well built, and there was probably no more popular man in his club and among his business associates.

Mr. Brophy had exceptional ability in several lines of his work, notably in the knowledge and interpretation of postal laws as affecting not only Canada but United States and Great Britain, and also an excellent knowledge of copyright matters, which, as the public may guess from the discussion on the recent proposed Bill, is a matter capable of great controversial difference of opinion.

For some years he was chairman of the Publishers' Section of the Board of Trade, being re-elected several times by acclamation. He was also president of "The World of Books, Limited," a new literary publication.

The funeral was held in Montreal, September 29, at which many of his friends in the trade from Toronto and elsewhere were present.

Of his immediate family, the following survive: Mrs. Lane, of Toronto, his sister, and his brother, Thomas Brophy, of Montreal.

CHANGE IN MONTREAL

A change of interest to the stationery trade took place recently in Montreal when the old established firm of Morton, Phillips & Co. was taken over by Thomas V. Bell, Ltd.

The majority of the old staff of employees were retained by the new organization, with needed additions for improvement. The firm intend carrying on the business of commercial stationers, also handling some specialties. Thomas V. Bell, the president of the new company, has the unique distinction of having begun his acquaintance with the stationery trade as office boy in the old firm twenty years ago, and has, during his long experience, become master of the various departments of the business. The staff, at present, comprises: Thos. V. Bell, president and general manager; James K. Thompson, vice-president and assistant general manager; J. T. Wait, secretary; Clement F. McGrath, treasurer and accountant; J. R. Beauchamp, superintendent; John Brebnet, assistant superintendent, and C. A. Caron, store manager.



An interior view in the Gaetz-Cornett store at Red Deer, Alberta. Observe especially the display of reprints and sheet music.

POPHAM A BENEDICT

The wedding took place in London, Ont., on July 22, of Miss Charlotte M. Crouch to Herbert George Popham, Canadian representative of the Eaton, Crane & Pike Co. For their honeymoon they took a trip down the Saguenay River.

"Pop" has been learning more about shaking hands since he started out on his first trip for the present season. The news that he had joined the Benedicts had leaked out and he was greeted with congratulations all along the line. Mr. and Mrs. Popham have taken up their residence at 142 Spadina Road, Toronto.

"Satisfaction for September" was the headline of a recent newspaper advertisement by G. O. Fulton, Ltd., of Truro, N.S.

"The brightest little advertisement we have seen for a long time" reads as follows: "To demobilized men—a suggestion: Buy your late sergeant-major a nice —— Pen—then keep it yourself."—"The Veteran."

Wood's Bookstore, Ingersoll, has a picture-framing department.

According to the officials of public libraries, war books, facts, figures and fiction are enjoying an unprecedented popularity, which shows no sign of being on the wane.

Besides books and stationery, the Free Press Bookstore, Wetaskiwin, Sask., carries in stock toys, musical goods, wall paper, sporting goods and fancy goods.

Lewis R. Freeman's book, "To Kiel in the Hercules," shows many aspects of the great work done in the war by the British navy, of which Mr. Freeman was a close observer.

Peter B. Kyne's new story, "Kindred of the Dust," began in the October "Cosmopolitan."

C. W. Kyte, of Cornwall, Ont., carries a big stock of wallpapers. Another good sideline here comprises phonographs and records, as well as latest songs and standard sheet music.

Toronto Stationers Banqueted

Principals and Salesmen Listened to Excellent Addresses in Which Some Most Valuable Points on Salesmanship Were Brought Out



HERMAN PRICE. A. PFAFF,
Speakers at the Banquet Given to Toronto Stationers.

AN event of an unusual nature took place at the King Edward Hotel, Toronto, Sept. 12, when A. R. MacDougall & Co., entertained the executives and salesmen of the stationery houses in Toronto, in addition, representatives of firms in London, Hamilton and Brantford. A similar event took place in Montreal on Sept. 11.

Herman Price, manager of the Pencil Department of the Joseph Dixon Crucible Co., Jersey City, N. J., and A. Pfaff, special representative of the Pencil department, were present and delivered addresses which were exceedingly instructive and helpful.

Mr. Price dealt briefly with the manufacture of pencils, tracing the process from preparing the graphite, the wood, the erasers and the brass parts, to the finished products.

Dealing with general conditions, he expressed the opinion that at no far distant date conditions would arise in which salesmen would be called upon to save business. "There must be a re-action some time, and salesmen will do well to prepare." In Mr. Price's opinion a salesman should equip himself as does an engineer, and he scorned the theory that salesmen are "born." By properly studying his own business any salesman could understand his customer as well as any professional man understood his vocation, and with such knowledge the salesman could deal with customers in a humanly, scientific way that could not fail.

The question of price was also mentioned, and in the speaker's opinion, the trade should expect a rise before a decline on account of labor and other prospective conditions.

Mr. Pfaff, who, as special representative, has had a wide experience, gave a talk on salesmanship that was probably the strongest ever listened to by the majority of those present.

First he advocated good hard work. He showed the necessity for strong co-operation between outside departments and outside men; loyalty was virtually necessary, because without it the confidence in one's house, his line and himself was impossible; quality goods were the only kind, because service was impossible without quality; business at a "price" was not worth the effort to get it; a salesman must have patience, courage and poise to get hard business and to decline undesirable business; he must know his merchandise and be able to quote prices readily without referring to lists; he must be enthusiastic; a good salesman starts out at the top and comes down, thereby, flattering his customer. Mr. Pfaff illustrated his point by recalling how he used to be so pleased when shown neckties that were too expensive for his pocket; buyers should be assisted to standardize their buying at the proper level of quality, and a good salesman always studied to do this. Then again, the salesman should be a good actor, able to submerge his personal feelings, and he should be a good listener, because often by letting his customer talk, the very information or key to a situation was imparted unconsciously. Another essential was to keep in mind the future and build good will and strength that would bring its reward at a later date.

Mr. Pfaff convinced his hearers that he could practise his ideas by the answer he gave in the question period that followed.

Before the close of the evening it was suggested that the Toronto stationers should form an association for mutual benefit. This suggestion was the outcome of the movement toward organization, which has been repeatedly referred to in recent issues of BOOKSELLER AND STATIONER, and the very nature of this gathering of stationers was eloquently suggestive of the great benefit that would accrue by reason of the formation of a trade association.



Method of displaying reprints against the window pane in the Pringle store at Medicine Hat. Many sales of magazines are made by displaying them in the metal rack in the centre of the broad doorway.

IN NEW HOME

W. E. Coutts, greeting card manufacturer, has removed to 145 Adelaide Street West, Toronto, where he occupies the top floor of the fine new building of The Carswell Co. The floor occupies 5,000 feet of space, and is particularly well lighted. The machines are placed along the windows at the back, while the engraving is done at the front with the advantage of the excellent north light.

In the stock room some three hundred trunks have been installed, and this, with the accommodation for folding, boxing and other work, together with packing and shipping, enables the staff to carry out the whole work to much better advantage than heretofore. A fine sample room is to be fitted up in the near future.

Henry Wolff & Co., 13 Bunhill Row, London, E.C., have just recently celebrated their twenty-fifth anniversary. The firm started in business as manufacturers' agents, but began manufacturing about ten years ago, and are now extensive manufacturers of lamp and candle shades, crackers, garlands and festoons, flags, confetti, etc. Christmas crackers have come to be quite a big selling line, and when the troops were still at the front, thousands of these Christmas crackers were purchased by the British Government and sent over to the fighting boys.

MERCHANDISING METHODS

YOU CAN DO THIS

A Good Plan for Promoting Sales of Any Particular Book

HAVE you ever thought of sending to a selected list of residents in you town or district a nicely worded typewritten letter, calling attention to and enclosing a prospectus of some special book?

Now, as to how you should go about getting up and sending out such a letter. Firstly, prepare your list of names and addresses and see how many ladies and how many gentlemen are comprised in the total. Then select your book; write your letter, quoting a few salient features from a recent review, and end up by stating that prospectus has order form at back or that separate order form is enclosed, as the case may be.

Then write to us for the requisite number of prospectuses; send your letter to the printers, telling them to print in imitation typewritten characters in violet ink, and that so many are to be addressed as "Dear Madam" and so many as "Dear Sir." With regard to date, fix this for a few days after delivery of the letters is promised, and in the meantime get your envelopes addressed.

When all is ready, fold letters and prospectuses carefully, making sure that the recipient cannot take one of the contents of the envelope out without bringing the other; next stamp the envelopes with stamps—do not have letters franked, because some people are in the habit of never opening franked letters—and post at such a time in the evening as to ensure their delivery first post the morning following the date on the letter.

To those readers who would like to try such a scheme we make the following offer. If you will supply headings we will write you a special letter, print same for you—state how many you want "Dear Madam" and how many "Dear Sir"—and supply you with whatever number of prospectuses you are requiring. When contemplating sending such letters it would be advisable to make a special window display of the book mentioned in the letter. For this purpose we should, of course, be pleased to supply streamers, window cards, window tickets, and any other form of publicity which we may have produced for the book in question.—"Book Talk."

Among the lines carried in the two book and stationery stores of G. O. Fulton, Ltd., Truro, N.S., are trunks, suit cases, club bags, kodaks and photo supplies, wallpaper, pictures and picture frames.

WINDOW DISPLAY POINTERS

The window display is an ideal method of advertising anything sold in a retail store to the public, says "The Viewpoint." After the desire to purchase an article has been created by advertising, the sooner the prospective buyer has the opportunity of purchasing, the more likely is that person to make the investment.

It should be borne in mind, however, that a successful window must be a selling window, and something more than mere attractiveness is necessary. It would be a comparatively easy matter to build up a fanciful and eye-catching design, so novel in fact as to detract from the goods shown, thereby failing in its mission of creating sales. The window must be attractive, but to be a "business" window it must "attract to the goods" which are shown.

Don't forget, too, in trimming a window, that there are two sets of people to whom the display must appeal. The passers-by, who are within a few feet of the window and who can take in the details of the display, and those who can see the window from the distance, from across the street. To the latter class, the upper half of the window only is noticeable, thus making it almost as valuable as the lower part.

Remember, too, some displays suitable for the day-time are hardly practical for evening.

Not the quantity of stationery used, but rather the arrangement, effect, etc., is what tells in making a strong and striking window. Make simplicity and strength the key-note of your displays—be as original as possible—it's originality that counts.

SOME TIPS ON ORDERING GOODS

1. Study the literature of each house you buy from.
2. Use catalogue numbers when same are shown.
3. Date and sign each order.
4. Keep copy of each order.
5. Confirm in writing all telephone orders, telegraph and verbal orders.
6. Specify when the goods are wanted.
7. Tell how you want them shipped.
8. Give the exact address.

READ PERSONAL ITEMS

Every stationer should make a practice of scanning the papers every morning. Prospects are hidden in printer's ink, says "The Viewpoint."

Has there been an engagement, a wedding, a birth, a death—each one of these events offers possibilities of increased sales. Each event can be the means of not only selling writing papers but other lines as well.

WORTH ADOPTING

An English book publishing house, on the assumption that, as a general rule, showcards are usually too large and out of place in windows as trimmed by average booksellers, issued a series of window cards about the size of an ordinary postcard, each card giving salient features of a book, the price, and a few words summing up the book as a whole. They are printed in type sufficiently large for all to read easily.

Prices and capitals are in red as a rule, remaining matter in black on nice colored cards. This firm is making one for every volume published, and supplies may be had on receipt of postcard. Describing their use this firm says:

"There are one or two different ways of using them that it would be perhaps as well to mention: Firstly, they can be placed on the shelves containing the books; they can be put into small frames for counter use; they can be held on the tilt by the usual wire stands made for holding such tickets; and, lastly, by gumming a piece of thin card on the back to project below, the ticket can be held in the pages of the book, and when books are displayed sides to the front they are very effective when so used. When used on shelves any difficulty in getting them to stand up can be overcome by gumming a thin piece of cardboard bent at right angles to the back of the ticket."

Being English cards and with prices in Sterling currency, these cards would not serve in Canada, but the idea is one that can readily be adopted to advantage by booksellers in this country.

SOUVENIR TRADE

Specializing in souvenir trade, J. H. Clements, Kamloops, B.C., features in his advertising photo books of Kamloops, Vancouver and Victoria, as well as local view postcards. These goods are also featured in window displays.

The Selling Aid Factor of Price Cards

Some Points Brought Out to Show How Shoppers Are Affected by These Little Silent Salesmen

MUCH valuable advice has been given by BOOKSELLER AND STATIONER as to the value of price cards as aids to the selling of goods, and it may be taken for granted that these articles have pretty well demonstrated to the stationers of Canada that increase in the number of price tickets usually swells the number of sales.

The keen observer can measure a store's pulse without seeing more than the number of price tickets, and often the difference between mediocrity and success is a mere matter of plainly-priced lines.

To quote one authority on this topic, customers "believe in signs," meaning that plainly-marked price labels on articles are in high favor with the public. There is a difference between having only some prices marked and having each and every one marked. It is this: There can never be, at all times, a salesperson for each customer, and especially at times when the merchant's line is at the height of its season. When there are more customers than there are clerks to wait on them, goods properly marked will need little salesmanship, less energy to sell, less embarrassment to patrons and less floor force.

There are tags made especially for every conceivable article of merchandise on the market to-day. Why not have the right kind on the right article? If the article is part of a set, why not have a complete composition of such a set on the tag so that on busy days customers, while waiting, can sell themselves the goods, or at least be thinking the matter over from the information given by the labels? This allows the sales person greater producing power, as he does not have to waste time on undecided buyers. If there is a group of some one article or some one line on display, why not say, "Writing Paper Cabinets 69c," or "Fine Stationery $2 to $3," as the case may be? Then if a patron is looking for higher-priced goods she will see at a glance she is looking at the wrong counter.

Price tickets encourage the timid shopper. The fear of the shopper is real; it is a factor in merchandising. Scores of prospective customers shun unmarked lines because they dread to turn down an expensive item after they have troubled the clerk with a question.

Price tickets solve this problem by their inability to display either scorn or annoyance.

Tickets oil the bearings of your merchandise machine, making sales easy and profits large.

The use of price tickets whittles down expense. Plain prices dispense with needless bickering and inquiries. They cut selling efforts in two. They take the place of an extra clerk.

Plain prices build confidence in your customers. A clearly stated price is logically an honest one. Concealed costs suggest distrust of values.

Price tickets relieve trade congestion. They answer questions for busy clerks. Plain price tickets talk values as glibly as the smoothest-tongued salesman, but draw no salary for services performed.

You sigh for greater sales and forget that they are at your elbow.

You wish for cheaper and more efficient help and overlook an employee who will outwork, outlast, and outsell all others, and demand no wages for the service, says "Playthings."

Look over your stock; count the price tickets.

Every unticketed counter is a wallflower that must forfeit the attention lavished on its plainly-marked companions.

Every unticketed item has its brakes set. It moves as slowly as a wheel-locked dray.

All unticketed goods conceal a hole where profits trickle away.

Many a good window, filled with desirable merchandise, is passed up because of poor decorations on show cards and displays. Show cards attract or detract, create or repel business, according to their use and quality. They should repeat the character of your store and goods displayed.

Meeting Competition by Advertising

Smaller Stores Should Advertise to Meet the Competition of Department Stores

THE retail stationers in the larger cities are up against competition from department stores that is keener than the dealers in smaller cities and towns have to contend with in meeting the competition of the catalogue houses.

As soon as the average person thinks of buying a gift they also immediately think of a department store, and chase off to the "big" store, where probably they stroll into a restricted "stationery department" and pick up half a dozen items that they decide are just wonderful, and congratulate themselves on their ability to seek out useful and attractive gifts. All the time these same items, in probably a large selection, are at the stationery store, but because the average person doesn't link up the stationery store with gifts the dealer loses a lot of business he ought to have.

It would seem to be, therefore, an absolute necessity for the smaller stores to do some aggressive advertising in their particular communities to acquaint people with the good values, service, and well-assorted stocks which they carry, and to convince people that they will get complete satisfaction by buying in these stores.

A writer in a U. S. trade paper tells of the good results obtained by small-town stationers in adopting advertising suggestions from the big full-page advertisements of departmental stores. These advertisements are written by experts, and it will pay any retailer to follow them closely, studying them for ideas that they may themselves adopt.

According to Bruce Welling, writing in "Geyer's Stationer," papeteries and fountain pens are the "big two" of the holiday trade of stationers, and any time, effort or money spent in the interests of these two lines will be well spent.

There is every indication that this will be a big holiday season. You can make it one of the biggest you have experienced if you will give your store some real publicity by means of newspaper advertising.

In the case of the dealer situated in the suburbs of a large city, if there is no community newspaper, the problem can be met by some other means of using printers' ink to promote business. If there is no local newspaper, why not issue a store newspaper from time to time? Let people know you're in business and make them appreciate that yours is a live store.

NEXT TO FICTION IN SALES

Writing home to "The Sphere" of his American observations on the book trade, Mr. Clement K. Shorter says:

"In one corner of every bookshop in the United States and Canada—and it is now a very substantial corner—you will find a great variety of books which go under the general heading of the 'Spook department.' The passion in the United States and Canada for all that Sir Oliver Lodge and Sir Arthur Conan Doyle stand for is enormous. There seem to be scores of books dealing with psychical research, Planchette nonsense, and kindred topics."

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Hamilton, Ont.—Robert Duncan & Co. use only a small space for their newspaper advertisements, but they use it effectively and change the copy regularly. The accompanying ad. is a representative one, and this particular subject of motor car books is one that other booksellers might well exhibit in a similar manner in view of the present big army of Canadian people who have motor cars or motorcycles. In considering the fact that there are well over 200,000 cars in use in Canada to-day, it must be remembered that most of these cars are "family institutions," so that an average of several people are to be considered as prospects for these books, based on each car.

New Westminster, B.C.—Six 5c scribblers for 25c was the feature line of one of Morey's school opening trade newspaper advertisements.

Fredericton, N.B.—McMurray's continue to aggressively advertise the Burgess Bedtime Series in liberal newspaper space which accounts to a considerable extent for the big sale of these books right along in this store.

Halifax, N.S.—T. C. Allen & Co. list a few of the best selling novels in small space in Halifax newspapers and add the line, "Postage 10c," thus suggesting mail orders.

Amherstburg, Ont.—J. J. Sinclair used newspaper space effectively for school trade advertising, but like nearly all other stationery store advertisements there was too much following of the beaten path in this firm's advertising. There should be more effort for originality and new angles of appeal to get better attention from newspaper readers.

St. Thomas, Ont.—Curran's bookstore recently conducted a book sale, advertising library books and slightly soiled books worth up to $1.50 each, which were put on sale at 39c a copy.

London, Ont.—Wendell Holmes, Ltd., used a four-column space twelve inches deep for a particularly effective advertisement in the September 4th issue of the London "Echo." Precedence was given to "School Books," with the following paragraph in good black type under that heading:

> We Have the Largest Supply in Western Ontario of Text Books, Scribblers, Exercise and Note Books, Pens, Pencils, Erasers, Inks, etc.
>
> Everything for School Opening.

In this advertisement among the lines featured were the Lending Library, books on "motoring," the latest fiction, children's toy and picture books, snap shot albums, bibles and hymn books, printing and engraving orders, notepaper and envelopes, writing tablets, fountain pens, patterns and leather goods. Across the bottom in good bold type appeared this effective line:

THE FINEST EQUIPPED BOOK AND STATIONERY STORE IN WESTERN ONTARIO.



Reproduction is exact size of a recent newspaper advertisement by this live Hamilton firm of booksellers and stationers.

New Glasgow, N.S.—White's Popular Store, in featuring school opening supplies, advised early buying to take advantage of the wide choice afforded by the school supply stock in its entirety, and itemized some of the most important lines.

Torry's Bookshop, another New Glasgow store, is one of the all-too-few bookstores in Canada that uses the newspapers for advertising. An effective advertisement they ran in the Sept. 5 issue of the "Evening News" of that city was set in a space two columns wide and five inches deep, with a margin of white space an inch wide all around the advertisement, which featured four new novels under a heading in good bold type arranged as follows:

4—BEST SELLERS—4

The figures were about twice the size of the letters in the words: "Best Sellers."

Edmonton, Alta.—The Esdale Press, printers and stationers, now in their new store at 10349 Jasper Ave., use an attractive decorative border for their newspaper advertising for the double column space, four inches deep, which they use regularly. A recent advertisement of theirs, headed "Exclusive Stationery," was worded as follows:

> "Nothing gives such pleasure and delight as exclusive stationery, either plain or embossed with crest, initials or address.
>
> "We purpose carrying, and now have in stock, just such pleasure-giving papeteries at our new store."

Barrie, Ont.—"Your Reading Needs Are Well Supplied at Scott's Bookstore." That brief advertisement set in a one-column newspaper space, two inches deep and with a single rule border, stands out effectively among the other advertisements, and consequently gets good attention. For small space terse advertisements like that are advisable because the white space thus created not only arrests but rests the reader's eye, thus getting better attention. This is, of course, assuming that it appears on a newspaper page that may be described as a "regular run," that is, with reading matter and the average advertisements with type matter covering the page in a pretty thorough manner.

Brantford, Ont.—"Our $1.00 Fountain Pen is fully guaranteed and equal to any $2.50 pen made," says an advertisement of James J. Sutherland; this advertisement occupying a space two columns wide by three inches deep.

Sarnia, Ont.—Mills Bros. in their newspaper advertisement of dolls, occupying almost a quarter of a page in the "Canadian Observer" of Sept. 16, referred to their window display of "Walking Dolls" and the advertisement dealt with these dolls as follows, together with an illustration of one of these dolls in Red Cross nurse costume:

> **The Sensation of Fifth Avenue**
>
> The retail stores in which this doll has been demonstrated have been doing a phenomenal business during the entire spring and summer months.
>
> The doll is 28 inches tall, made of wood and unbreakable composition and walks with a long, swinging stride when led by the hand, without the aid of clockwork or other mechanism.
>
> The retail selling price for the doll, beautifully dressed, as pictured, or as soldier, sailor or boy, without wig, is $10.00
> For the same doll, with wig and long curls $12.00
> Dressed in exquisite silk gown, in last Parisian style $15.00

St. Thomas, Ont.—Judd, Fraser & Cochrane had one of the very best school trade advertisements appearing in Can-

adian newspapers. A space 11 inches wide and 13 inches deep was used with a decorative border and top piece introducing a picture of a little girl reading an A.B.C. book. The advertisement was well laid out, with special divisions for school text books, scribblers and exercise books, books for supplementary reading, school bags, water colors and crayons, ink, fountain pens, erasers, rulers and pencils and special offers of free book covers and free blotters. Special panels were introduced referring to the store's lending library and picture framing department. It was "Dollar Day" in St. Thomas at the time, and in one corner under that heading, this paragraph appeared:

"We are unable to specially list our Dollar Day bargains, because it is necessary to use all our space in telling you about our school supplies.

"But we will have many remarkable values to offer to-morrow, which will well repay a visit to our big, busy, value-giving book and drug store. Some of these are on display in our west window, but most of them are inside the store. Come in and have a look, anyway."

Vernon, B.C.—The O.K. Stationery headed an advertisement of good typographical appearance in the Vernon "News" with: "Special! Special!" and then told of the complete stock of school supplies, with an invitation to bring the children before school opening day. Then followed this line:

"We Are Ready to Meet You Half Way."

The question arises as to the significance of that last line. Just what was meant by it and did it really accomplish anything in its appeal to readers of the advertising? Would it not have been better to have said something more specific?

Berry's, of Vernon, B.C., in their advertising of High School and Public School Books, offered "Special Prices to Schools."

Wapella, Sask.—Thompson's Pharmacy, which is also a book and stationery store, had a school opening advertisement in liberal space in the Wapella "Post" of Aug. 21, but like many other school trade advertisements, it lacked snap, being simply a statement that a complete stock at popular prices was carried, a few items being specially designated.

Brockville, Ont.—The Robert Wright Co. urged people to buy school books in advance to avoid the big rush on school opening day, with the assurance that they had in stock a complete stock of text books and supplies for pupils at public and separate schools and the Collegiate Institute.

Hartney, Man.—E. W. Bailey listed various high school text books in his advertisements, and instead of giving an address, gave the number of the business and house telephones, thus encouraging telephone orders.

Kamloops, B.C.—A. C. Taylor & Co., of "The Big Bookstore," in advertising school supplies, began with this statement: "In buying from us you are assured of getting the best article for the least money."

Emphasis was placed on "big value in scribblers and exercise books."

Esquimalt, B.C.—William Angus, department store, in advertising school supplies, offered free rulers and blotters with all purchases of 25c or over.

Truro, N.S.—Crowe Bros. operate a combination drug and stationery store carrying books and periodicals as well. They use newspaper advertising space but should impress upon the Truro "News" the necessity for a decided improvement in the manner in which their advertisements are set up. G. O. Fulton, Ltd., have an advertisement in the same issue of the Truro "News," and theirs presents a much better appearance typographically. This advertisement of Fulton's, by the way, is a most interesting and effective appeal for the school opening trade of boys and girls. Here are two of the paragraphs: "Our long experience in buying enables us to buy to the very best advantage, and all at the very lowest prices.

"Remember the Busy, Busy Stores, Inglis and Prince Streets."

Paisley, Ont.—Among the principal sidelines sold in the store of P. B. Moore are wallpaper and kodaks, both of which have been advertised effectively in recent issues of the Paisley "Advocate."

Galt, Ont.—Meikleham's used a big and attractive picture of a smiling boy with a billboard, drawing attention to the "Exhibition of Quality School Supplies at Meikleham's." A prominent line after references to various school goods was:

"No disappointments. All New Goods."

This advertisement occupied a space four columns wide and eight inches deep in the Galt "Reporter."

Welland, Ont.—Wolfe's was represented in newspaper advertising as, "A City Store With City Service, City Methods, City Goods, and City Prices," had a good school trade advertising under the heading of "School News." Such items as these were introduced:

"Our exercise books are good smooth ink paper. Our 5c exercise book has 40 pages, and our 10c book has 84 pages. Compare these with any that you can get elsewhere.

"In pencils, pencil boxes, slates and slate pencils, compasses, microscopes and all school sundries, we are well stocked at practically before-the-war prices."

Brandon, Man.—The Willson Stationery Co., successors to Christie & Co., had a good strong newspaper advertisement in three-column space, eight inches deep, under the heading of "Celebrate Peace Day, September 1st." The items featured were:

FLAGS ... . ALL SIZES
MASKS ..... ALL COLORS
HOOTERS .... ALL TYPES
CONFETTI .... ANY QUANTITY
STREAMERS .. .. ALL COLORS
FIREWORKS

Purchase now while they last.

Orillia, Ont.—Smith's bookshop adopted a novel idea for school trade advertising. The advertisement was set in good bold type, occupying a single column space twelve inches deep arranged as follows:

Smith's Bookshop
as usual
is ready with
a most up-to-date
stock of
School Books
and Stationery
as used in
the Public,
Model and
Collegiate
Institute
of Orillia.
You will save
time and money
by coming direct
to the old reliable
store, for
Scribblers,
Exercise Books,
Rubbers,
Ink,
Pencils,
and all other
School Requisites
you need, at

Vancouver, B.C.—David Spencer, Ltd., had one of the best school opening trade advertisements appearing in the newspapers throughout Canada. This is a case where the ad. writer put something of genuine informative interest in the announcement, with due attention exerted to have a good strong display opening to catch the eye. The advertisement was comprehensive in its treatment of High School requirements, and as this advertisement appeared in the Vancouver "Sun" of September 1, it was doubtless the opening of the collegiate institutes that the writer had particularly in mind. The space used was three columns wide by eleven inches deep..

Truro, N.S.—T. S. Pattillo & Co. used newspaper space to advertise one particular scribbler cover. Its title is, "Beating the Hun," and that was the display line for the advertisement which featured this as "The most popular scribbler cover of the season." Further description was given as follows:

Comes in 84-page pencil—28-page Exercise, and 40-page Pen and Pencil Books. Retail 5c Each

"The cover pictures a good Canadian drummer boy, with a big bass drum, on which is a caricature of the Kaiser, and this drummer is in position to do what every red-blooded Canadian boy would like to do in reality. The cover also has conspicuous on it the place that our Canadian boys made historical by the licking they gave the Huns."

St. John's, Nfd—G. Knowling, Ltd., had a school supply advertisement in space occupying nearly a quarter page, and its arrangement, comprehensive treatment and the quotation of prices, constituted elements that made this advertisement one that compared favorably with any of the advertisements of Canadian dealers.

How to Choose Toys for a Child

Some Interesting Data of Practical Suggestive Value to All Retailers in Developing Toy Business

PLAY is the business of a child; it is nature's way of training the body, mind and soul.

Toys are merely the implements of play; we can often help and direct the training by giving the child the right thing to play with at the right age.

In these pages we classify toys and playthings as nature would classify them for children.

The common idea about toys and playthings is that they are simply to amuse children; and we are very apt to buy toys with that idea only.

But when we stop to think about it, we can easily see that toys may just as well be a help in training the child as in amusing him.

Scientific educators, like Froebel and others, have studied children at play and have found that play can be guided and directed to become an educational force as well as an entertainment.

This idea has become a recognized feature in education. Manual training, mechanical and applied arts are now continued through the high schools; and colleges and universities allow students more and more to choose their own studies.

It is merely a recognition of the fact that all persons, children and grown-ups, grow by self-expression in doing things they like to do. This is expressed well in the old adage, "Make play of your work."

Periods of Childhood

If you study your child—any child—at play, you will find that he really selects his own toys; that is, his play shows what toys he ought to have. You can choose for him with the education idea in mind; and make toys and playthings a help to growth as well as an amusement.

There are six natural periods in the developments of a child:

Babyhood—from birth to 1½ years.

Later infancy—from 1½ to 4 years.

The Kindergarten Age—from 4 to 7 years.

The Individualistic Age—from 7 to 10 years.

The Age of Cliques, Clubs, etc.—from 10 to 13 years.

The Age of Hero Worship—from 13 to 15 years.

Scientific educators, who have studied the subject thoroughly, have made these general groups; each group has play characteristics peculiar to itself; and there are toys and playthings, especially fitted for each group.

Babyhood, from One and One-half Years

In choosing toys for a baby, remember that the five senses are just developing—seeing, hearing, feeling, tasting, smelling. The baby likes things that appeal to the senses. The muscles of the body must also be trained and strengthened; the baby must kick and grasp and make a noise.

Here are the chief interests of a baby:

Sight—bright colors.

Hearing—noises.

Feeling—objects that are soft, hard, warm, cold, smooth, rough, light, heavy.

Taste—sucking.

Muscular Activity—reaching, pulling, grasping, kicking.

Here are the toys that correspond to these interests:

Suspended bright objects to attract sight and to induce kicking, reaching, etc., celluloid and large rubber balls, rubber animals, boxes, blocks, balls, rocking horses, unbreakable small dolls, rattle boxes, horns to blow, objects to pound and make a noise with, etc.

Later Infancy, One and One-half to Four Years

The child at this stage is still interested in the newly-awakened senses, but imitative play begins, such as doll play.

Here are the interests of the child at this stage:

Running, climbing, swinging, rocking, pushing, dragging, pulling, simple constructive play with blocks, digging in sand and mud play, imitative plays—doll play, rhythmic movements, etc.

Here are the toys for this period:

Harmonicas, trumpets, balls, whistles, bells, hobbyhorses, linen picture books, paper and crayons, slides to climb and slide down, sand boxes, iron spoons, shovels, sand forms, carts, little wagons, boxes and tin cans, small durable dolls, small doll carriages, toy furniture, tin dishes, toy animals, building blocks, etc.

The Kindergarten Age, Four to Seven Years

This is a period of great physical activity. The child plays for the sake of play, not for the result. There is more imitation of older people, the play is less social and more individual.

Here are the interests of this period: Imitative plays, construction, guessing, curiosity, collecting and hoarding small objects, pencil and crayon drawing, story interest.

Here are the toys for these interests:

Indoor and outdoor sand piles, shovels, sand forms, cans, blocks, boxes, reins, whips, slides, swings, see saws, doll houses, dolls, doll carriages, go carts, strong and durable toy furniture, chairs, tables, beds, hammocks, bureaus, tubs, washboards, brooms, etc., toy animals, toy circus, harmonicas, trumpets, drums, flags, toy swords, balls, bean bags, windmills, engines, trains of cars, wheelbarrows, rakes, hoes, watering pots, building blocks, scissors, paste, sewing cards, crude sewing material, beads, clay for modeling, pencils and paper, crayon and paints, picture books, hose carts, tricycles, velocipedes, materials for imitative plays, as house, store, policeman, horse, Indian, fireman, school, circus, soldiers, dens, trains.

The Individualistic Age, Seven to Ten Years

This is a transition period; play centres more upon control of objects and results than before. Muscular skill and individual competitions appear more commonly; team work even is for individual honor; interests are self centered.

Dolls and similar plays are of less importance; stories with dramatic action are sought; the separate interests of boys and girls become more distinct

Here are the general interests of this period:

Pleasure in control of objects, arranging objects to some plan, crude construction, individual competition, interest in collection, play imitative of adult activities, story interest, nature interest.

Toys for this period may be divided into three groups: Toys for boys, toys for girls, toys for both boys and girls.

Toys for boys: Express carts, wagons, wheelbarrows, bow and arrows, reins, whips, kites, drums, rifles, swords, wooden guns, fire engines, hose carts, trains that run, airships, sailboats, magic lanterns, stone construction blocks, carpenter tools, materials for playing Indian, cowboy, expressman, soldiers, etc.; materials for building dens, wigwam tents, digging cave, simple bench work, material for whittling and making sleds, traps, snares, quill popguns, windmills, etc.

Toys for girls: Large dolls, doll houses, play houses large enough to play real house, doll paraphernalia of all kinds, millinery outfits, bead looms, furniture and dishes, materials for playing school house, traveling, calling, parties, etc.

Toys for both boys and girls: Tops, marbles, garden tools, hoes, rakes, watering cans, balls, bean bags, ring toss, tenpins, jumping ropes, insect nets, building blocks and construction materials, free hand cutting, games where individuals compete for individual honor, scrapbook materials, clay modeling, rattan and raffia weaving, knitting, swimming, paraphernalia, etc.

The Age of Cliques and Clubs, Ten to Thirteen Years

At this stage both boys and girls form into clubs and cliques, often of a secret kind. Games and play are still quite individualistic, with a growing interest in skill, especially physical skill. Tricks, puzzles, sleight-of-hand are more interesting and more attention is given to constructive activities. Pride in good

Editor's Note.—This article is reproduced from a booklet distributed by Marshall Field & Co., of Chicago.

work shows; hunting and camping interests are strong.

The interests of this period are sufficiently indicated above.

For boys choose: Athletic and gymnastic apparatus, tumbling mats, baseball goods, footballs, ring toss, hockey sticks, air guns, handballs, catcher's mitts, basketball, bench and tools, kites, sailboats, bows and arrows and target, menagerie, double runner, toboggan, skates, bicycles, circus plays, Indians on a larger scale than before, electrical railways.

For girls choose: Girls' athletic goods, jackstones, beadwork, insect nets, sewing machines, sewing, embroidery, fancy needlework, doll millinery, paper dolls, and doll dresses, knitting, crocheting, weaving, cooking, archery.

The Age of Hero-Worship—Thirteen to Fifteen Years

This is the time of rapid bodily growth and consequent awkwardness.

Team games are perfected; hero-worship and admiration of physical prowess are marked. The Boy Scout movement is a good clue to the interests of this period. Larger organizations form; historical reading becomes more of an interest; dramatic interest is awakened, especially of the vaudeville type.

The interests of boys and girls become more widely separated.

For boys choose: Athletic goods, jumping, standards, eight-pound shot, baseball, skates, fishing tackle, mechanical and electrical toys, puppet theatre, den or clubhouse materials, menagerie, parlor games and cards where teamwork or partners come in, books of nature, especially training of animals, hero books, history, boxing gloves, carving tools, box kites, arithmetical puzzles, work bench tools, steam toys, wireless outfits, bicycles.

For girls choose: Tennis, croquet, painting, modeling, carving, beadwork, embroidery, sewing, fancy work, passe-partout, cooking, parlor games, basketball, skates, girls' books, historic, heroic, etc.

Parents, generally, we believe, will recognize these periods, and interests in their own children.

Our purpose has not been to exhaust the list of toys we have in our toy section.

We have mentioned only a few toys under each period in order to illustrate how playthings may be chosen to correspond to the play interests.

We have ready everything needed to assist you in the best development of children through play interests.

GERMANY'S LOST TOY TRADE

Before the war Germany exported over $8,000,000 worth of toys, and her exports of toys to Britain and France represented another $8,000,000. The total trade in toys, lost to Germany by reason of the war, was $25,000,000 annually.

Children's Book Week

Good Plan For Boosting Sales of Books as Holiday Gifts For Children—Co-operation With Public Libraries

IN Toronto each autumn the Central Public Library holds an exhibition of children's books as a help to parents toward making the most suitable selections of books as Christmas gifts to children. No orders are taken, people being left to purchase the books from their regular bookseller. The co-operative value of this plan is obvious, and it it one that should be encouraged by booksellers for public libraries everywhere.

In the United States this idea has developed to the extent that a children's book week is observed each November. This year it will be November 10 to 15. Why should not this plan be adopted throughout Canada as well?

The booksellers in the towns and smaller cities should not leave it to the department stores in the metropolitan centres to initiate this plan for Canada. In the U.S. the department stores have have been among the most prompt to recognize the value of a Children's Book Week as a feature with strong appeal to their constituency, says "Publishers' Weekly," and the national emphasis on this topic is giving many book department managers an opportunity to arrange for much better consideration as to space and display. Reports to this effect have been coming in from many directions to headquarters.

Mr. Pitman of Jordan, Marsh & Co., Boston, who has always had a famous outlet for children's books, is planning for extra space on the ground floor for his purposes. Mrs. Nudd, whose department at Filene's has made a most favorable start, is laying plans for special publicity and display. The management of Best's, New York, whose book department is quite new, is preparing to give it special window space. Miss Henry, of A. Herz, Terre Haute, has been in New York recently and has promised special features in her department, and Miss Cummings, of Rike-Kumlers', Dayton, has gone back home full of faith in the possibilities.

Desmond Fitzgerald, New York's best known pilgrim to the Pacific Coast, sent to the chairman of the committee a copy of a store memorandum that was written out by the merchandise manager of the Bon Marche of Seattle. It may be taken as typical of what the best retail merchants see in the plan of laying emphasis on children's reading. It was this store that last Christmas worked co-operatively with the library in children's bookselling.

"Children's Book Week from November 10 to 15 is going to be observed in a nation-wide manner this year. It is going to accord us an excellent opportunity to put our children's books over in a big way; it should prove a valuable forerunner for our December sale. I want to urge that the location of the Book Department for the holidays be decided as soon as possible, so that we can be ready with a well-arranged department by the time Children's Week comes off."

JAP TOY TRADE

The Japs are well satisfied with themselves as toy makers to the world in place of Germany. This is the way an article in a Japanese magazine describes the situation:

"Four years ago the export of Japanese toys was limited to a few varieties, such as dolls, bamboo models, and the like. A great change, however, has taken place. In the year 1917, the total value of toys exported from Japan amounted to $4,200,000, and in 1918 exceeded $5,000,000. Thus the 'land of dolls and flowers,' as Japan has been so charmingly called, has been transformed into a country creating playthings of every description for the children of foreign lands as well as for its own. One might have supposed that, owing to the cheapness of labor in Japan, it long ago would have become the largest source of supply for the toy trade; but until the shutting off of the German supply the toy-makers of Nippon never attempted seriously to enter the foreign markets. Present increase in exportation is due wholly to efforts of Government authorities to find markets for Japanese toys in foreign lands. And only a beginning has been made."

DRIED APPLE DOLLS

"Dried Apple" dolls are among the newest novelties that have caught on in a big way across the international line. They were originated by Miss Million, of Knoxville, Tenn. She had been experimenting with modelling clay to reproduce types of the mountaineers who interested her greatly. One winter evening she was preparing apples for drying and suddenly noticed in a partially dried and withered apple a striking resemblance to one of the country women. She gave the apple a cut here and there to complete the features and lo! she saw the head of a character doll. The problem was then to find how to preserve them from decay. This she in time succeeded in doing by a special coating which did not change the color, but effectively preserved the apple in the exact state of "wrinkleness" that it needed to simulate the weathered countenances of the mountaineers.

TO MAKE TOPS

C. Webb, Prescott, Ont., has taken a large contract with Tobin & Sons, Ottawa, for making tops, says a newspaper despatch sent out from that town.

EMBARGO REFUSED

London, Sept. 5.—Sir Auckland Geddes, Minister of National Service and Reconstruction, informed a deputa-

tion of toymakers to-day that the Government declined to adopt the policy of a three-years' embargo on any imported goods.

The Government information was, he said, that Germany had only a small accumulation of manufactured goods ready for export. Moreover, the cost of manufacture in Germany was rising enormously, and Germany was pitifully short of raw material and coal.

The Minister believed that there was nothing to fear from German competition. Germany was trembling on the verge of collapse, and unless she could get her trade under way she must sink.

British industry, Sir Auckland declared, would be helped rather than injured by trade with Germany.

British toy makers are naturally opposed to the action of the Government in now permitting German goods to enter free. They argue that such discrimination is unfair, after they had been induced to enter the toy business, laying down costly plant and incurring other heavy expense, then not being allowed time to establish it on a firm foundation. With a view to combatting this handicap, and holding the Canadian trade, a combined branch establishment is to be located in Canada. Patriotism should prompt liberal patronage for the endeavor, though it will prove a pronounced reversal of human nature with many, if people refrain from buying in the cheapest market—if the German article should furnish this incentive.

GERMANY'S MORAL DOWNFALL

From the "Abingdon Press" of New York comes Alexander W. Crawford's book, "Germany's Moral Downfall." The author is professor of English in the University of Manitoba. These premises are advanced:

"Many of the world's achievements have already been sacrificed to the Moloch of Kultur and its perfidious offspring, and the end is not yet.

"The military victory of the Allies has ended one phase of the World War, but the complete intellectual and moral victory is yet to be won.

"The menace of materialism, with its denial of morality and its worship of brute force, still hangs over the world and threatens its higher life.

"The task of the next generation is to uproot this cult of materialism that has insinuated itself into so many channels of national activity."

Cornwall, Ont.—Weber & Co., in their advertising appeal for mail orders and in reference to books not in stock, offer to procure them on short notice at publishers' prices.

Brockville, Ont.—Fullerton's used newspaper space to advertise a new shipment of boxed stationery and writting tablets of several different styles and finishes. The advertisement was well displayed, and its wording was such as to make people want to see the goods.

McKenna Keen on Display

His Windows Featuring a Single Magazine Are Winners—Sales of One Magazine Increased 225% by One Display

THE old-fashioned corner store windows, filled with dusty magazines, old games and yellow newspapers, are passing into oblivion with the growing appreciation of the "dollars and cents" value of window displays.

When window dressing has developed into a science, to be practised by highly-paid experts; when stores are valued in proportion to their window space; it is time for every bookseller and stationer to give the matter serious thought.

Are your windows earning what they should? Look at this picture of J. P. McKenna's window. You probably know the store—on Yonge Street, between Queen and Richmond, opposite Simpson's, a few yards from Eaton's—one of the highest-priced locations in Toronto. Property in this neighborhood is assessed around $6,500 a foot!

It is probably the most valuable bookstore window in Canada. Yet it pays for itself over and over again.

Mr. McKenna believes in "feature-windows"—and his belief is justified by results. For instance, he takes a magazine just when it comes in and fills his window with a tastefully-arranged display of just that one number. He leaves it in for three or four days—then out it comes and another magazine appears.

Does it pay? Just listen to this!

A certain magazine has an especially warm spot in Mr. McKenna's heart—and with thousands of other good Canadian newsdealers as well. He recently gave it a big display.

On the first day of the display he sold 40 copies more than he did during the whole of the previous month.

And in four days his sales had been increased by 225 per cent. He could have sold more—only he couldn't get them.

"Display 'em and you'll sell 'em" may be an old adage, but it was never so true as it is to-day. Your windows are the biggest business getter you possess—they are faithful servants.



Go out and look at your own windows now. Do 90 per cent. of the passers-by take a second look, and do 50 per cent. of them stop? If they don't, there's something wrong. Swing into line with McKenna and other live-wire newsdealers in Canada! DISPLAY!

A NEW ORGANIZATION

A new industrial organization to be known as the Canadian Phonograph Manufacturers' Association came into being on Sept. 27, when representatives of twenty manufacturers met in Toronto and elected officers and committees.

The officers elected are: President, W. D. Stevenson of the Starr Company, London; Vice-president, O. C. Dorian of Pathe Freres, Toronto; Treasurer, S. L. Cooke of the McLagan Furniture Company of Stratford, and J. A. Fullerton of Toronto, Secretary. One of the most important committees appointed was that which will deal with exports. A wide field, it is felt, is open to Canadian manufacturers within the Empire, and efforts will be made to secure more advantageous freight rates than those now in force.

Overseas Trade Expansion Will Come

Senior British Trade Commission in Canada Outlines Important Views on Future Trade Developments as Between Great Britain and the Dominions — Education and Publicity Are Essential

THAT there will be a great expansion in trade relations as between Great Britain and Canada is the opinion of G. T. Milne, senior Trade Commissioner of His Majesty's Government in Canada. In an interview with BOOKSELLER AND STATIONER this week Mr. Milne pointed out that, while there has not been expansion as yet which is so much to be desired, this will come in due course. There have been conditions in the Motherland to cope with which have made it essential to deal with these problems, some of which are still unsolved, but there will be a solution of difficulties in due course and with inter-Empire preferential trade arrangements already assured, actual trade expansion with the Empire will come. There is abundant reason to hope for greater strides being made than ever before, and many considerations must be weighed and plans more fully developed.

Details to be Announced

There has been considerable anxiety in some quarters with regard to definite commitments by the British Government as to just what the preferential arrangements for the development of overseas trade will be, Mr. Milne pointed out. In view of the far-reaching effects, it has probably been considered essential to make no mention of a definite character regarding the details of trade development. The reasons for this are obvious. Some countries are in a position to reach out at this time for greater trade, and it would appear that they are in some instances getting a firm hold on new trade in various parts of the world. In the meantime, some writers have asserted that Great Britain was losing ground and that her trade would be measurably lost if she did not aggressively pursue a foreign trade policy.

Just at the present time there are many problems at home, but, aside from these the assurance of ratification of the great peace treaty by the signatory powers, and particularly the Great Powers, is of great moment. Great Britain, always aware of the necessity of knowing her ground well, is taking no chances. She will make sure that the treaty is accepted and approved by the various Governments. So soon as this is accomplished she can, and Mr. Milne thinks she then will, make due and definite announcement as to the details of her trade policy. It may be a little while in coming, but the announcements anticipated when the above agreements are effected will be important. Something definite, as bearing on this point, will be forthcoming before very long, it is expected.

Great Scope Possible

Asked as to the possibilities for increased trade, and as to whether the development possible would be in agricultural or in manufactured goods, Mr. Milne expressed his conviction that there would be opportunities for manufacturers. "Already," he said, "there is a great deal of movement in manufactured goods going from Canada, and this will increase. There are many goods made in Canada which will find a ready market in the Old Country."

It is largely up to the manufacturers themselves, and Mr. Milne is an advocate of "sales organization." In this connection the Senior Trade Commissioner has been advising his home Government of possibilities of trade with Canada. He has made a study of the trend of buying here and of the probable requirements of Canadians in the matter of manufactured products. It will therefore be quite in order to quote from a recent commitment by Mr. Milne, in which some interesting observations are set forth.

Demands to be Large

"The extent to which future demand for imported goods seems likely to be reduced," said Mr. Milne, "owing to increased prices, or to the substitution of goods of local manufacture, is a matter difficult to determine owing to conditions varying in different trades, but it may be safely said that while in Canada, as in the United Kingdom, some lines of manufacture have been expanded and others entirely new started during the war period, there will still be a large volume of commodities of various kinds imported into the Dominion, and that, in particular, goods of British manufacture will be in considerable demand.

"The place of sentiment in international commercial relations is, under normal conditions, regarded as being unimportant. The importer buys where he can do so to the most advantage, price being the determining factor. Too often quality considerations are subordinated to those of price, but the world situation created by the war has, to some extent, modified this attitude, and there is in evidence in Canada to-day a strong desire on the part of traders and consumers alike to knit more closely the commercial relations existent between the Dominion and the Mother Country.

"The Canadian public recognizes that the educative influence of the war on British industrial production has been considerable. The productive capacity of the mills and factories of the United Kingdom having been increased, it is urged that the best means for strengthening the commercial relations of the United Kingdom and Canada is for the British manufacturer to adopt more aggressive and intensive methods in selling his products.

The Geographical Factor

"The assumption appears to be dominant in certain quarters in the United Kingdom that the handicap which Britain suffers in competition with the United States, owing to the proximity of the latter to Canada, is so great that it cannot be overcome, and that efforts to increase the volume of British exports to Canada are largely wasted. This assumption is not considered by persons well versed in Canadian trade matters to be well founded.

Organization of Sales

"The somewhat passive attitude of British industrial producers in regard to the marketing of their commodities should, it is considered, give place to the adoption by them of an active constructive policy. An ordered systematic study of the absorption capacity of the market should be made before deciding the form of selling organization. This preliminary step having been taken, the best method of organizing sales will naturally suggest itself. For large and important lines of trade, nothing short of a branch establishment carrying ample stocks and engaged solely in their distribution will meet the case. In the case of smaller and less important lines of trade, some form of co-operation between firms engaged in the manufacture of commodities, which are in some degrees allied to but which do not clash with other lines, suggests itself as an effective method of dealing with this market. In this case also, however, thorough investigation of the possibilities of the market by someone with, if possible, some previous experience of Canadian conditions should be regarded as an indispensable precedent to further action.

"The experiences of British firms shipping stocks on consignment have in some instances been unfortunate in the past. This has been due in some degree to carelessness on the part of the consignor firm. Trust has been misplaced with resultant loss. If the consignor principal firm is satisfied that the consignee agent has the requisite knowledge and experience in a given line of trade, but it is doubtful of his financial stability, the most satisfactory method of overcoming this difficulty is to arrange for the consignee firm to give a guarantee bond, as is done in the case of employees of corporations. This, it is stated, is done to some extent between Consignor

(Continued on page 72.)

principals and consignee agents in Canada.

"One notable feature among the many changes which have affected British industrial production during the war period has been the organization in many United Kingdom industries of associations, representative of the interests of an industry as a whole, as distinguished from the individual interests of the component members. In relation to the export trade of the United Kingdom these associations seemed to be called upon to play an important role, and it is submitted that they can more conveniently and more adequately than any other organization, official or otherwise, undertake the investigations to which reference has been made in the preceding paragraph. It is not suggested that an investigation undertaken by these associations will of itself suffice; among the more important industries it is considered that the trade association should have a permanent overseas organization to assist its members in organizing their selling campaigns and to keep the local market informed on matters of interest to the local importer and consumer.

"If these suggestions or some modification of them were adopted, it is felt that the products of British industry would be assured of a wider measure of support than they have had in the past owing to inattention to local requirements or to defective distributing methods.

"In order that the prevalent sentiment in favor of British goods may be taken advantage of to the fullest extent, it behooves British manufacturers to organize their selling campaigns without delay. Well considered policies, the execution of which is entrusted to experienced men familiar with local conditions, will merit and receive support, while those characterized by hesitancy, due to ignorance of local requirements and by a degree of parsimony that makes failure sure, will meet with a chilly reception. Policies of the latter character react not only on their imitators but indirectly on British trade as a whole."

As set forth at the beginning, Mr. Milne believes that there must be an increased interest manifest in the development of trade relations. To this end the public and those interested in matters of trade should avail themselves of the advantages afforded by the established offices of overseas trade. Much valuable information is to be had for the asking, and the Senior Trade Commissioner or any of his associates will always be glad to extend every information possible to those interested. It is but natural that a full appreciation of the possibilities of trade can be grasped only when facts are secured and plans mapped out accordingly. Education and increased publicity will go far toward a real solution of what has been a curtailed trade programme heretofore.

ARE YOU DOING YOUR SHARE?

The manufacturer, facing even greater problems than the dealer, and with more orders on file than he can possibly handle, continues to spend his money to help you move his product from your shelves. Are you, Mr. Dealer, doing your share by using this valuable and expensive advertising matter to the best advantage? Under present costs every piece of this represents a great deal of money, and it is a crime to toss an attractive poster sign or cutout under the counter without affording it a legitimate display which can stimulate business for you.

There are some who, in displaying a sign or cutout for a few days feel that its effectiveness has been exhausted and consign the publicity to the scrap heap. This is shortsighted economy. A lithographed window cutout, after doing service in the show window, should be carefully wrapped up. Attention should be paid to the wrapping, so that no crevices exist for the accumulation of dust. The cutout or window sign should then be filed in a dry place, and when another display of the particular goods is scheduled for the window they should be again utilized.

There is quite a difference in intelligently employing display material of this kind judiciously and in thrusting everything of this nature in the window indiscriminately. To actually assist sales, material of an advertising nature should be attractively displayed and carefully displayed. Because it is supplied gratis is but another reason for its conscientious handling and prominent display.—"Geyer's Stationer."

How About Phonographs and Records?

What Are You Doing to Get a Share of This Business?—Great Chance For Specialization

IN towns of less than 10,000 population there are booksellers and stationers who sell from $2,000 to $3,000 worth of phonographs in the Christmas season each year. In one town of that size one of these merchants carries a $5,000 stock of phonographs and records. These merchants feature higher-priced instruments and they are in this business in a big way. If they can accomplish such good results why should other stationery stores not do the same?

Practically every retailer running a book and stationery store sells talking machine records of some type or other, even though they may be only those little records retailing at 15c each. Phonographs that reproduce music extraordinarily well are now being sold at remarkably low prices, and there are even "toy phonographs" of which this may be said. With the great scope of the phonograph range, from these toy instruments up to those costing hundreds of dollars, there is surely sufficient incentive for every merchant in the trade served by BOOKSELLER AND STATIONER to actively endeavor to capture at least part of this business.

Most of the phonographs in use require needles, and phonograph needles consequently being sold by the millions monthly throughout the country, alone constitute a line with which stationers may do a regular business at good profit. There are brands of phonograph needles of special merit, and it would seem advisable for a dealer to select such a brand and then push their sale so aggressively as to attract patronage even from phonograph owners accustomed to buying their records elsewhere.

As a demonstrator to help sales of records one of the popular-priced small phonographs now so prominent in the trade will serve most effectively in stores not carrying a stock of higher-priced phonographs.

Even in stores where stock is restricted to these small phonographs there should be a distinct department in the store for this line, and if possible, at least one closed-in demonstration booth where records may be played. The possibilities for building up regular sales are such as to make it most advisable and, in fact, necessary to have a young lady permanently in charge. She could, of course, sell sheet music and other musical merchandise sundries as well. The help of the phonograph in selling sheet music is also a most important consideration.

In Kingston the College Bookstore is an example of how a music department may be most successfully conducted. The Saturday night sales of sheet music, phonograph records, needles, etc., are specially large, this being largely accounted for by the drawing attraction of a seven-piece orchestra which holds forth there each Saturday night.

The windows should be used for frequent displays of new records and new sheet music. Window cards reminding people to take home a new supply of needles will attract people inside the store to buy a package or more, and when they are in, there is but a step more to the purchase of the latest hit in either sheet music or record form, providing that whoever waits upon the customer is properly alive to such opening for extra sales.

Watch future issues of BOOKSELLER AND STATIONER for further tips on building up this branch of trade.



This photo of the main entrance of the Canadian National Exhibition gives some idea of the crowds that thronged the grounds for the whole two weeks.

CANADIAN NATIONAL EXHIBITION GOES OVER MILLION

THE Canadian National Exhibition closed this year the record year of its history. Ever since 1913 the effort has always been to once again reach the million mark, but during the war years it has been impossible to equal the figures of the pre-war record. The Peace Year Exhibition, however, not only equalled the old figures, but far outstripped them, and very nearly reached the objective of a million and a quarter.

It was a really unusual Exhibition in every way. It was opened by His Royal Highness the Prince of Wales amid a scene of enthusiasm that has never been equalled in Toronto, and it carried on in a high tide of enthusiasm through the course of two weeks, and it closed with a grand total attendance of 1,201,500.

There were many items of peculiar interest this year that helped in a large degree to make the Exhibition an unqualified success. While the war is over, the memory of it is very near, and anything associated with it is of very real interest. The collection of war relics that was brought together at the Exhibition this year were of surprising magnitude and variety. Immense engines of war were everywhere, and visualized to those visiting the Fair more than anything else could have done the magnitude of the great struggle. The war paintings and photographs, too, were also eagerly visited by thousands and hundreds of thousands. The evidences of the onward march of the times were evident everywhere; in the high speed boats on the lake, and in the gathering of aeroplanes of every description, that daily gave exhibitions of flying over the Exhibition grounds. But even more than in these things was the progressive spirit of the times illustrated in the variety and interest of the exhibits themselves. Such a demand was there for space in the various buildings that long before the date of the opening arrived all the available space had been exhausted and a multitude of manufacturers were unable to be represented, owing to the lack of facilities for displaying their goods. Never before has the comparatively limited space been made so manifest as it was this year, an ample illustration that business in Canada is flourishing, and that business men are awake to the possibilities of the future, and are preparing in every way possible to cultivate the business that is offering. The success of this year's Exhibition is



View in the Exhibition Grounds.

an indication of the sound condition of Canada and a promise of a still more prosperous future.

Many manufacturers of stationery lines were exhibitors at the Exhibition, and displayed their wares to the many thousands of visitors from all parts of Canada, and from other countries. The publicity thus secured will prove of assistance to retailers who take advantage of it. Many of the ideas will be adopted, in a smaller way, by retailers at the local fairs.

It is quite evident that the already extensive grounds and buildings of the Canadian National Exhibition will of necessity have to be greatly enlarged in order to provide for future requirements. The electrical trades claim that they alone could use all space that could be provided in an "Electrical Building." The great growth of the automobile and accessory trades has made it obvious, that despite the present large transportation building, more space is urgently needed. The Exhibition is truly national in its scope, and those who attended this year are almost a unit in predicting tremendous growth in both features and attendance at Canada's National during succeeding years.



The splendid buildings at Canada's National Exhibition impress the visitor with the permanence of the Exhibition.

Successful Merchant Tells How Retail Business Can Be Increased

By LLOYD P. SOUDERS

President, Parsons-Souders Co., Clarksburg, W. Va.

Honest advertising, consistently and persistently pursued, with liberal injections of brains, supported in the store by fair dealing and honest merchandise, will make any establishment grow; tested it out by stopping his own advertisements, noting receipts fall and then watching them rebound when he resumed printed bids for custom.

Reprinted by courtesy Associated Advertising, New York, N.Y.

THE merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act, and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

What is advertising?

Advertising is the power of an idea, multiplied.

Other powers lose by expansion. For instance: Steam is power only when confined. Electricity radiated and diffused becomes nothing. Sound dies with distance.

But the great power of advertising increases by expansion. Diffusion is its very life. It grows upon what it imparts.

Must be Genuine

Advertising to be a power must be genuine, vital and related to the function of a meritorious business, and means of its furtherance must be carefully chosen.

Advertising is not merely to sell goods. It should be educational, thus enabling people intelligently and economically to buy goods.

Advertising, when efficient, aids distribution and lowers the cost of commodities, because it becomes the thousand-tongued salesman, making possible the multiple merchant, who reaches tens of thousands of people at less cost and effort than the store that does not advertise could reach one or a dozen.

Advertising must be an asset to business, not an expense.

Advertising must produce, and not consume.

The prosperity of any community depends upon its retail business. The farmer may grow and the manufacturer can make only as the merchant sells, and the merchant can sell only as the people buy. When merchants sell and people buy, then money and merchandise are kept in motion. Thus the whole community is prosperous.

I asked a merchant the other day why he didn't advertise, and he said: "I don't know how to advertise." "Well! Would you if you did?" "I certainly would. I'd straight and contract space in paper. Other merchants would, too, but are just like me, not knowing how, have just let the matter go."

"Just letting the matter go" has cost merchants tremendously.

It is never safe, and the bad effect of it is usually felt just at the wrong moment for the business to stand it.

The biggest thing I have observed in the last twenty-five years of continuous hard work is that humanity needs to be prodded continuously to get done the thing it knows it ought to do. If we do not prod forward, we slip backward. Every time we "just let matters go" is just another slip.

The hardest person in the world to prod is yourself, to get done the things that you know must be done.

If I were to ask, "Is there a merchant but that would be willing to spend two cents to make ten cents?" he'd say, "No! Any merchant would do that."

Well, I'll tell you how to do it—advertise! Spend two per cent. of your sales, and every additional dollar added to your business there should be, and if you are a good merchant there will be ten cents net in it for you.

To Enormous Profit

I can take any retail business having the confidence of the public that has not heretofore advertised, and with three per cent. of its sales the first year, consistently spent in printers' ink, so increase its volume that at the end of the second year, using only two per cent. of sales will double the business.

I know it can be done; have seen it done time and again, and what can be done by one can be done by another.

There is nothing magic about an advertisement. Let me briefly define what an advertisement is:

It is simply sending out word to the public about something you have to sell. It must be seen. It must be read. It must be understood. It must be believed. And to be believed it must carry with it a reputation so that the person seeing, reading, understanding, believing, will want to possess the thing you have to offer:

Does advertising pay? Generally speaking, yes. Specifically speaking, yes and no. It all depends on the How, When and Where.

Seventeen years ago I came to Clarksburg, bought out the Jacobs store. His was the only store that advertised, spending $12.50 a month for it. He claims to have sold $5,000 a month. We immediately contracted with the four newspapers for a page, costing $100 a month total, and increased the sales to $8,500.

In other words, spending $87.50 increased the business $3,500—and that is less than two per cent.—just about half of it.

This additional business did not come from our competitors, either, because $2,500 was in women's outer apparel, and no other store carried ready to wear.

This is not all it did.

It started other merchants to thinking—and advertising.

It brought people to town to buy that never came before.

DOES ADVERTISING PAY? GET THIS:

In 1907 I tried an experiment. Our ready-to-wear department for the four and one-half months of the Spring season was running ahead 81 per cent., and not at the expense of profits, as the records showed 85 per cent. From June 15 to July 31 we cut out entirely advertising to see the effect. There was a drop to 50 per cent., a clean-cut loss of 31 per cent. for the season.

On August 1 we again started to advertise the department, and I'll admit, worked a little overtime to regain what we had lost. At the month end the sales showed an increase of 300 per cent.

That convinced me as nothing ever did that advertising does pay—and pays big to the one who knows how to use it.

For upbuilding a retail business no promotive force has been discovered that compares with advertising. Nowhere in store activities will intelligent endeavor yield more definite and gratifying results. Yet the subject has been given little study by owners of business.

Merchants must study the principle of advertising themselves, and must either find the time to do it or find someone competent to take care of it.

There are many helps to be had that should broaden the advertising vision of merchant and manager, directing them to the vital points in planning, writing, printing and following up the advertising of a modern store.

That Day is Gone

The day of haphazard money-making in retail stores has gone. In the good old days, when every merchant started "from scratch" with nothing but his own wits to help him win, there was enough easy business to provide a satisfactory volume, and sufficient net profit for almost any man who went into the game.

To-day competition has grown to a state bordering on ferocity, and modern methods of efficiency, salesmanship, advertising methods and service have produced powerful allurements to attract the public.

The merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

Self interest, as some merchants interpret it, prompts them to falsify in their advertisements to sell shoddy goods.

Honesty Means Success

Contrasted with them are the wise merchants who know that honesty is the cornerstone of success. Self-interest prompts them to take precisely the opposite course.

Enlightened self-interest is the greatest ally to the truth-in-advertising movement, and truth wins trade.

If we are to win the trade of all the people we must not only advertise, but we must advertise truthfully.

The first necessity for good advertising is to have some event to exploit or some exceptional merchandise to tell about. Simply listing goods is wasted energy, loss of time and money. It is better to have no advertising at all than to print commonplace stories about ordinary merchandise.

So exploit your merchandise that people will not only read your advertising, but will buy your goods.

To be really "good," your advertising must sell the maximum amount possible. It must sell the goods so that they will stay sold.

Good advertising not only makes immediate sales, but it should create a definite amount of good will, leaving with the purchaser a favorable impression that will bring him back again.

Must Know the Goods

Let the foundation of your advertising copy be complete knowledge of your goods. Fill yourself full of the fact about their merits. Write the story in the powerful words of truth. Gild the tale with honest enthusiasm. Endeavor to sell the goods to people who will most appreciate their possession. Thus sales will vastly increase, you will have a prosperous business, and satisfied customers, and you will take a new joy and pride in the results and spur you on to larger fields of merchandising.

Every advertisement should be sent to the printer with a layout in full detail —showing the space to be devoted to each paragraph, the arrangement and the type face (in different sizes) that are to be used.

Select a definite space in the paper; use one type face for all your display headings, and demand that no other style be used or mixed with it. Likewise the type face for your body matter.

Make good use of white space, and when illustrations are used have only the best. For a few dollars a month an illustration service may be had, representing your particular business, thus giving harmony and producing a pleasing effect.

The advertising copy must be "good," must faithfully, completely and enthusiastically describe the goods for sale. It must be written intelligently and interestingly, in words that will be clearly understood, which will make the merchandise alluring to readers.

The headline must convey that information which will catch the attention of people most likely to buy that particular kind of goods, and it should arouse curiosity and interest, so that the matter following will be read.

Hints For the Framing Shop

Practical Suggestions For Those Stationers Who Operate a Picture Framing Department

OFTEN it is desired to obtain a so-called egg-shell gloss on certain frames. This can be easily accomplished by proceeding as follows: Take ordinary water stain and apply one coat of the desired shade. Allow this to dry, then sandpaper lightly with fine sandpaper, to smoothen the grain and bring up the light spots, by removing stain from some portions of the frame. No. OO sandpaper is best for this purpose. After this apply a second coat of the stain, after first diluting the same about one-half with water.

This will have the effect of showing the grain in a higher relief and greater contrast. Apply this coat of stain very sparingly, using a rag. If this causes the grain to raise, rub lightly with a fine piece of worn sandpaper. When thoroughly dry put on a light coat of thin shellac. The shellac should be put on before the filler so that it will prevent the solid parts of the grain from being discolored by the stain in the filler, which otherwise would cause a muddy effect.

The shellac being properly thinned it does not interfere with the filler entering the pores of the open grain. The next operation is to sand lightly with fine sandpaper and fill with paste filler, colored to match the stain. Next cover this with a coat of orange shellac. This coat of shellac can be omitted and a coat of varnish applied instead. Sandpaper lightly and apply two or three coats of varnish, rubbing the first coats with hair cloth or curled hair, and the last with powdered pumice stone and crude oil, or linseed oil.

For a dull finish on frames, a dead surface is obtained by rubbing the varnish, after it has become bone dry, with powdered pumice stone and water, using a piece of rubbing felt. Continue rubbing until the surface is smooth and even. Precautions, however, should be taken not to cut through the finish.

While much more could be said in regard to the above mentioned methods of finishing frames, the directions above given contain the meat of the matter in arriving at the desired results for which they were intended, and will give the frame-maker, whose ambition it is to turn out only the best of frames, a first-hand working knowledge of surmounting often difficult problems as regards putting on the finishing touches on the frames.—"Picture and Art Trade Journal."

NEW CIRCUS TOYS

Mrs. Allan Sells, wife of the noted circus man, is responsible for a new and unique series of stuffed animal toys that are now being introduced to the trade. They are highly colored and have gay trappings, giving them the same appeal to childish eyes as the real animals in the big circus menageries and street parades.

TUMBLE-BO

A new tumbling doll is "Tumble-Bo," a very amusing doll that can tumble into many funny positions. It is of papier-mache composition.

CONAN DOYLE

"The Days of Raffles Haw" is a new book by Sir Arthur Conan Doyle, the writer who is credited with possessing "every trick of the story teller's art." This new detective story has been exceptionally well received in England

CHILDREN'S GAMES

"Games for Children's Development," by Hilda A. Wrightson, is a meritorious new volume that will prove helpful in the training of children in the early stages of life.

Time for a Change

Parcel Post System Working for Mail Order Houses and Retailers Helping to Pay the Shot—A System That Should Be Changed.

THE fact that the mail order houses are expanding again draws attention to the conditions under which they are working, so far as the postal service is concerned. The expansion of the two leading mail order houses in Canada during recent months, whereby both Nova Scotia and New Brunswick have been invaded, shows that this question is to become a very vital one in the near future. The two mail order houses situated in Toronto have now large branches in various parts of Canada, so that they are in a strategic position to cover the whole Dominion. There will be no limit to their expansion, so long as there is profitable business in sight.

It is a matter of common knowledge that the enormous business which the concerns mentioned are doing in Canada, has been done largely at the expense of the local retail merchant, and with the aid of the parcel post system of the Dominion. It is known that the parcel post system is being operated at a loss. The retail merchants of the country have to bear their proportion of this loss; and when they realize that the loss is caused by reason of postal convenience extended to their competitors in business, it is scarcely to be wondered at that they feel aggrieved.

In addition to the goods carried by the postal service of Canada for the mail order houses it is well known that the mails are weighed down with their bulky catalogs. It was thought that this grievance would be remedied under the zone system, by which the farther mail was carried the greater was the charge made by the Post Office Department; but the mail order houses got around this by shipping their catalogs by freight or express to the point where they could be mailed most cheaply, and the mails are still burdened with them.

It is difficult to get a satisfactory statement from the Post Office Department showing separately the financial statements of the parcel and letter carrying services, respectively; but it is well known that the letter service, particularly at the three-cent rate, pays well, while the parcels post is operated at a loss, which the general public must bear.

There is no sufficient reason why the mail order houses of Canada should have the Post Office Department as a silent, and unpaid, partner in their business. The Retail Merchants' Association of Canada has compiled statistics showing how money is being taken out of the treasury of Canada in order to foster competition against country merchants, who would have a hard enough time to compete against the mail order houses in any event. If there is to be a loss made in any branch of the postal service, it would be far more in the interest of the general public that it should be made in the letter-carrying service.

It will be noted that the letter postage has been retained at three cents, instead of being returned to the old rate where it was before the war. "In other words," as Mr. Trowern, of the R. M. A., puts it, "the entire commercial community, when they place postage stamps on their letters, are helping one or two large mail order houses to carry goods all over Canada to the detriment of the retail merchants of Canada, as well as to the consuming public, who are anxious to have thriving towns and villages in their midst."

The mail order business in itself is a perfectly legitimate one, although it has not always been carried on with the nice regard for the ten commandments of commerce we should like to see. Apart from certain lines, used as leaders and priced accordingly, the average buyer can do better for cash in his own community; and the saving he effects in certain lines is inconsiderable because the low-priced lines are made up for by higher prices on something else. The buyer who confines his business to the one or two leaders which the mail order houses occasionally offer, may effect a saving on those articles, but very few buy so judiciously.

This matter of the parcel post is one of interest to all the people of Canada. It is being operated at a loss, and a large part of the trouble is well known to the department and to the Government. It is more than time that the favors which have been extended to certain individuals, great in resources but few in numbers, should be stopped, and the department put on a sound basis.

CLERKS' DEPARTMENT

How Long Since You Have Made Any Study of Your Job?

One Trouble, Says Percy H. Johnston, is That Men Cease to Apply Themselves Earnestly and Systematically to Study and Become Absolute Masters of Their Work.

"ONE trouble is that the majority of men—except those in certain professions, such as doctors, electric engineers, and teachers—cease to apply themselves earnestly, persistently and systematically to study. They just frivol away their time. They may read, but reading and studying are two different things. One requires no real mental effort, the other does. Let a man become absolute master of his work, no matter what it is; let him know more about it, the history of it, the evolution of it, the why and wherefore of it, the basic principles of it, let him know his job from A to Z.

"There is no excuse for any healthy person remaining half-educated, for being content to be anything short of absolute master of his work. Why, the knowledge of all the ages is contained in a few rows of books. Even one hour's hard study a day will raise a man above the crowd. One's library can be a wonderful laboratory."

This is how Percy H. Johnston views a business career. This young man who at 38 is senior vice-president of the Chemical National Bank of New York, came off the farm and made his way by hard work. In the American Magazine his story is told as follows by B. C. Forbes:

Field Open to All

"Any man can attain success if he is willing to pay the price—good habits, good health, much burning of midnight oil in study (not mere reading), the investment of an endless amount of genuine friendship, constant alertness to the little opportunities that lie at everyone's hand if the mind and eye have been trained to see them, and, of course, ceaseless industry, without which wishes and ambition are worthless."

So declares a man, still under forty, who already has travelled from poverty and obscurity to power and place. He started his journey from a remote townlet in Kentucky, where, as a boy of ten, he earned three dollars a month as a street lamp lighter. Later he became a bank "rat," and rose, by methods within reach of any of us, until he was the best-posted and most widely known youth in the whole county.

By going about things as this Southern lad went about them, success is not only possible, it is almost inevitable. He started with no special endowments, no money, no pull. "The only 'pull' worth having," he declares emphatically, "is the 'pull' you yourself earn by your own merits."

Always Ambitious

Percy H. Johnston's ambition was first aroused, when he was only a small boy, by the death of his father. The little chap felt that it was up to him to help provide for his mother and sister, who were left in very moderate circumstances. So he went to the local gas works—Lebanon, Kentucky, his birthplace, had about five thousand inhabitants—and arranged to light all the street lamps in the neighborhood every night.

His three-dollar-a-month pay was eked out by milking neighbors' cows, at fifty cents weekly a head. He was so small a tot that the cows often kicked him off the milk stool; but he displayed his ingenuity by strapping them up in a way that rendered the kickers powerless.

When only twelve, he made up his mind definitely that he would by and by become a banker.

Equipped Himself

"It did not take much brains to realize even then," he says now, "that if I hoped to become a successful banker the thing for me to do, the only thing for me to do, was to begin right away to equip myself for banking work. Long before I left school I was steeped in banking literature and banking facts. I could recite from memory the names of the fifty largest banks in America; I kept tabs on how their deposits were shaping; I knew who was at the head of each institution; I vowed that one day I would be president of one of them. Julius Caesar had no vaster ambition than I had! Nor was he more willing to battle to attain them than I was.

Figured It Out

"I had it all figured out just how I would proceed. For example, I made up my mind that, as soon as I had enough practical banking experience to qualify, I would become a Federal national bank examiner, so as to get thorough insight into how different banks were run, and thus learn the secrets of success and the causes of failures. I took to heart one memorable line in my school copybook, "Knowledge is power.' And I began in a modest way to get together a library on banking. It has grown, by the way, to be one of the very largest in America."

Made Good Suggestion

The local bank was glad to engage so earnest, diligent and ambitious a boy when he graduated from high school in 1897, at the age of sixteen. His pay started at ten dollars a month. But it did not stay long at that figure. Before the average office boy would have learned the difference between a check and a draft, Percy Johnstone astounded his superiors by suggesting to them that the bank ought to get closer to the people of the county; that it ought to have more information about conditions in the surrounding territory; that it ought to know which farmers were industrious, capable and thriving, and which ones were going down-hill; which ones had good farms, and which had poor ones. He volunteered to spend his whole vacation (and as much more time as might be necessary) doing this kind of work. The idea was somewhat revolutionary, but the good-natured officers didn't want to dampen his ardor.

Made Many Friends

Hitching a horse to a buggy, off he set as a representative of the Marion National Bank of Lebanon. He had a ready smile, a pleasing personality, and remarkable understanding of human nature. For a whole month he never spent a night except under a farmer's roof. He visited every farm in one-half of the county, and endeavored to make friends all along his route.

He could tell the farmers a lot about crop conditions elsewhere and about markets; he could discuss soil and cattle and horses intelligently; he could regale them with Lebanon gossip; and, equally important, he was able to get on a first-name basis with the farmers' sons and the younger farmers.

Had Valuable Facts

When he returned, he filed a greater and more valuable mass of detailed, first-hand information than the bank had ever before dreamed of acquiring. He deposited a record of the size and character of each farm visited, the condition of the dwelling and farm buildings, intimate facts about the farmer and his family and their connections and their interests, the number of horses, mules, cattle, sheep and hogs owned, the prices realized for live stock and products, whether the farmer had a bank account and, if so, where.

"As a mere boy I grasped the importance of saving money," says Mr. Johnston. "And when I began to read about banking and business I realized that they were all based on capital; that capital was needed to make a start in any line; that even a bootblack had to have enough money to buy a set of brushes and a supply of blacking. Therefore I was eager to do any little job that meant a few dollars.

Made Easy Money

In mixing among the people in and out of town he heard many complaints from those who did work for the county that their bills were paid only once a year, in December. Many contractors, engineers, carpenters, farmers, masons, and others, needed their money promptly. These county claims, as they were called, usually were for rather small amounts, and the bank didn't care to discount them. Young Johnston agreed to buy up these claims on an eight per cent. basis, and then had bundles of them discounted by the bank at six per cent. Very soon almost all the county claims were brought to him, and he not only made his two per cent. profit, but the sellers felt that he was helping them out, and were duly grateful.

Took Ten Per Cent.

Again, whenever witnesses for the commonwealth appeared at court they were handed a claim for three dollars or five dollars or some other small sum, payable by the state treasurer. Johnston had a man at the courthouse to tell each witness that if he wanted to get his money right away and without any trouble he could take the claim over to the Marion Bank, and Johnston would take it at ten per

cent. discount. He acquired practically a monopoly of this lucrative business.

"You are not likely to get anywhere in particular if you don't know where you want to go," says Mr. Johnston. "I had very early determined to become a national bank examiner as a stepping-stone to something higher. So when twenty-six I went to Washington and took the examination. I was so saturated with both the theory and practice of banking—I had read and studied every bank act that was ever printed in the English language—that I passed without difficulty."

Worked Long Hours

The reason for his rapid rise? For one thing, he worked every day three or four hours more than examiners usually choose to work. His foundational knowledge was most exhaustive; he had mastered all banking laws, he was versed in banking principles and theories as evolved abroad as well as at home, and his practical training had been excellent. This enabled him to devise new and better standards for conducting bank examinations.

Discovering that different examiners had different methods and symptoms, and that no standardization had ever been evolved, he painstakingly built up a model system which was available for universal use throughout the nation. This at once improved the efficacy of examiners and gave the controller's department systematic records to go by in supervising and correcting faults unearthed in any part of the country.

Does Them Better

"Don't accept things as they are, if they can be improved," is a morsel of Johnstonian home-made philosophy. In each position he filled he exercised his brains, as well as his hands and legs, to effect better results than had ever been attained before. He never asked, when undertaking a piece of work, "How is it done?" He always asked himself, "What is the best way it can be done?" Then he applied himself diligently every day and almost every night—he is a twelve-hour rather than an eight-hour-day worker—to finding out, through much brain sweat, how the work could be done more successfully. And no good idea was allowed to go to rust through lack of effort and "pep" to get it put into practice. Once converted to a new idea himself, he moved heaven and earth to have it endorsed and adopted by his superiors and associates.

Earns Recognition

The man of this type, the man who proves himself bigger than his job, the man who can make the work of any position whatsoever count for more than it ever did before, seldom has to go hunting for something higher. Jobs seeks him. When thirty-two the Citizens' National Bank of Louisville induced the aggressive Kentuckian to become its cashier. What hapened? Just what was bound to happen. In one year he was made a vice-president and in another year first vice-president, with a salary equal to that of a bank president.

How did he earn such notable recognition?

Got the Business

By becoming the most valuable executive in the institution, by making more friends than any other Louisville banker had ever made, by bringing in more new business than all the other bank officers in the city combined, and by exercising such judgment in analyzing men and credit that the bank did not lose one dollar on any new customer brought in.

Just how did Johnston go about getting so much new business? When he joined the bank it was opening an average of three new accounts weekly; he increased the number to thirty weekly.

Johnston's methods didn't call for superhuman ability, for extraordinary brilliancy, for genius of any description. They simply called for willingness, for industry, for intelligence, and, above all, for humanness; for broad, sincere human sympathy, a genuine feeling of brotherhood.

Made Many Friends

"I concluded at the very start that the sure and certain way to make good as a bank officer, or as any other kind of executive, was to make the institution intensely human, and to build up an ever-swelling host of personal friends," says Mr. Johnston of this part of his career.

"I made up my mind to make one call a day on some business concern. I didn't ask them to bank with the Citizens' National. I simply explained that I had come to Louisville in the banking business, that I was anxious to learn all I could about what the city produced, and that I would esteem it a privilege to be shown over the concern's establishment. When leaving I would express the hope that some day, when passing the bank, they would drop in to say how-do, adding, with a smile, that etiquette demanded that a call be returned.

"I kept a loose-leaf book in which I recorded every call I made, the names of the people I met, and any other helpful data. Under no circumstances would I pay another visit within six months. After that I would make another informal, friendly call, explaining that I was in the neighborhood and that I thought I would like to know how business was moving.

"This time, when about to go, I would remark, 'If at any time you contemplate increasing your banking connections, or want to make any change, we would like you to give our bank consideration. We have checked you up through the mercantile agencies and have studied your figures, and I assure you we would be responsive to your credit requirements.'

"The percentage of those who opened accounts following such visits was positively astounding. Our deposits quickly rose from $3,000,000 to $11,000,000. The plan was so successful that I took a bright young clerk, made him assistant cashier, and sent him out to cultivate the smaller concerns while I covered the bigger ones."

Message of Sympathy

Another wrinkle, based on insight into and sympathy with human nature: One or two clerks were delegated to read every line of the local newspapers and mark everything of interest that happened. No matter how small (or how large) the depositor, if a death occurred in the family, a note of sympathy that rang true was sent, or, if there was any occasion for congratulation, a cordial, appropriate letter was written. In this and other ways the bank was kept in personal contact with all its customers.

"I am a great believer in the value of a smile," said Mr. Johnston. "We saw to it that there was a real welcome and a cheery word for all. People have so many troubles of their own that they like to meet persons who are bright and happy and cheerful. We took out of our windows fellows who did not know how to be cordial and courteous and sunny, and put in fellows who had winning, attractive dispositions and personalities. The consequence was that people got to love coming to the bank. It was in the fullest sense a 'bank home' to them. It radiated good-will and optimism. This all counted."

Genuine Friendship

Charles M. Schwab once said to me that he could talk to workers because he "felt" what he said. It was not veneer with him. He was one of them and one with them. Percy Johnston could win friends because his friendship for others was not artificial, not bogus, but sincere. Within him was a flowing fountain of human sympathy. The spirit of helpfulness was strong within him.

"Many people make friends, but straightway forget them," said Mr. Johnston. "I try to keep in touch with them. Every human being likes to know that he occupies some part in the mind and the heart of others. Neglected friendships are less forgivable than neglected assets. Friendships are as flowers that spring up in the garden of business. They must be tended and watered and cherished. They give perfume to life.

Banking Etiquette

"Banking operations are so restricted by law that there is very little that one bank can do more more than another, in a strictly business way, to help a customer; for no honest banker will ever place the money of his depositors in jeopardy for any reason whatsoever. Therefore the personal element must be depended upon to attract clients—that and, of course, the very best of service."

"What pointers can you pass on to others anxious to get ahead?" I asked.

He hesitated to reply. Under further questioning he finally said:

"No man can afford to say in a position where the avenue to the top is closed.

"If you are to make a success in life you have to take some chance.

Must Work Hard

"A man may have limitless ambition, but unless he exerts himself to the utmost to qualify himself to attain his ambition, his mere ambition is worthless.

"You don't have to go to college for education. One trouble is that the majority of men—except those in certain professions, such as doctors, electrical engineers, and teachers—cease to apply themselves earnestly, persistently and systematically to study. They just frivol away their time. They may read, but reading and studying are two different things. One requires no real mental effort, the other does. Let a man become absolute master of his work, no matter what it is; let him know more about it, the history of it, the evolution of it, the why and wherefore of it, the basic principles of it, let him know his job from A to Z, let him put as much energy and enthusiasm into practising it as he has put into studying it, and he is morally bound to gain recognition sooner or later. One promotion invariably leads to another. The further you rise, the wider the circle your candle reaches.

There's No Excuse

"There is no excuse for any healthy person remaining half-educated, for being content to be anything short of absolute master of his work. Why, the knowledge of all the ages is contained in a few rows of books. Even one hour's hard study a day will raise a man above the crowd. One's library can be a wonderful laboratory.

"Of course, combine book knowledge with knowledge of human nature. And human nature can be studied even better in humble places than in Fifth Avenue, for at bottom human nature is very much the same everywhere—and then the poor are not so much given to using language to disguise their thoughts.

"Knowledge harnessed to work spells success. Keep hammering, hammering, hammering. Set your goal, turn your face toward it, and never under any circumstances, no matter how discouraging temporarily, turn your back to it. Expect hardships. Take punishment. Put all you can into life. And do it cheerfully. Keep smiling. And in time you are bound to reap pretty much what you sow.

Big Men Needed

"To-day America is crying aloud for men of brains, men of force, men of daring. The only reason this country is lagging in the development of its business, particularly its foreign business, is that there are not enough men of the right calibre to fill the places. Capital is ready, but it is waiting for the men.

"A young man should not consider what salary he can get at the start or the second year; but, rather, where he is likely to be in fifteen years. He must early decide, and decide very definitely, whether his chief goal in life is to be the making of money or the attaining of success. If he chooses the former, he may earn all the money of his wildest dreams, but he will have missed the real joy and happiness and purpose of life. These come from healthy, wholesome ambition. I know what I'm talking about when I stress the impotency of money to yield satisfaction. This may be an old story, but it is eternally true—and it needs to be emphasized to-day as much as ever before."



Books

DOUGLAS DURKIN, PIONEER

The setting of the new novel of Western frontier life in Canada by Douglas Durkin, entitled "The Heart of Cherry McBain," is in the Swan River district, to which Douglas Durkin came as a boy of 11, making the 125-mile trip to the homestead in a "prairie schooner," drawn by oxen. When, still a lad, the author left to wrest his fortune from a primitive world, he walked the 125 miles out of the valley. When he returned to it, it was with the railroad—a working, sweating unit in the "gang" that was building it. Beginning as "water boy," he was successively promoted to timekeeper, cookie, and as his stature increased, to axeman felling trees for "ties." It took three years to complete the road.

It was from his experiences in the railway camp that much of the material in the story is drawn. Woven into it and richly coloring it is the author's deep understanding of human nature, acquired at first hand through a wide assortment of occupations he has followed. After his railroad experience he was "conductor" on a Winnipeg street car for two summers, going to school in winter. He was a "singing act" at the Bijou theatre for several months at the time it was operated as a vaudeville house. One summer was devoted to keeping the books of a salmon packing concern on the Pacific coast. He trained for the Methodist ministry and preached for a summer to the lumberjacks of British Columbia. Another time he was for several months missionary to the Indians 250 miles north on Lake Winnipeg. He furnished the piano act at the Starland theatre at another time. The four years following his graduation from Manitoba University were spent teaching in Brandon College. From there he entered Manitoba University as lecturer in English, being created "professor" a year ago.

The past three summers Mr. Durkin has devoted to taking special courses in English at Columbia University. This summer he has held the post of assistant general secretary on the Canadian Education Conference Board, and has had charge of the headquarters office in Winnipeg.

"The Heart of Cherry McBain" is Mr. Durkin's second contribution to Canadian literature, the first having been a volume of poems entitled, "The Fighting Men of Canada."

W. A. FRASER

The varied experiences of W. A. Fraser have given him material which he weaves into entertaining tales. Few writers have a more intimate knowledge of wild animal life, but Mr. Fraser is also at home in his stories of the race-track, the frontier, or of the Indian jungle. As an engineer, his oil-drilling expeditions took him into many parts of Canada. He also spent some time in India. Mr. Fraser is a Nova Scotian by birth, but now resides in Toronto.

Mr. Fraser's intimate knowledge of Western Canada comes out in his new book, "Bulldog Carney," published by McClelland and Stewart. Carney is a sort of gentleman of adventure on the frontier, and is rather closely concerned with many very exciting affairs such as



DOUGLAS DURKIN
Author of "The Heart of Cherry McBain," a romance of the Western frontiers.

whiskey running, horse racing, gambling. He is, however, always chivalrous and always a good sport. Indians, half-breeds, and mounted police are picturesque figures in the story.

Roosevelt once congratulated Mr. Fraser upon his tales because "they were frankly tales"; while Dr. W. T. Hornaday, director of the New York Zoological Garden, wrote: "I drop everything else to tell you that your tiger story is the best that has ever seen the light of printer's ink."

Thus, both as fiction and fact, Mr. Fraser's work makes a powerful appeal and anyone who wants to slip away for a while into a land of daring and romance will find "Bulldog Carney" the magic carpet that will transport him swiftly to the great Northwest land of romance and adventure.

BEST SELLING BOOKS IN CANADA

Fiction.

1.	Rainbow Valley. Montgomery ...	190
2.	Dangerous Days. Rinehart.	141
3.	Recreation of Brian Kent. Wright	96
4.	The Young Visiters. Ashford...	70
5.	Sky Pilot in No Man's Land. Connor	64
6.	The Gay Dombeys. Johnston....	44

Non-Fiction

1.	Industry and Humanity. King..	80
2.	In Flanders Fields. McCrae.....	34
3.	"1914." Lord French	32
4.	Rhymes of a Red Cross Man. Service	20
5.	Old Days on the Farm. Wood...	20
6.	The Grand Fleet. Jellicoe	16

JANET OF KOOTENAY

A cheery, optimistic out-of-door atmosphere, presented in a most entertaining form, is the background of "Janet of Kootenay," by Evah McCowan, which has just come from McClelland and Stewart. A farm in British Columbia, a clever, lovable Canadian girl, the interesting neighbors and a wounded English officer, provide the material for the story.

Janet Kirk, a bachelor girl, in search of a pastoral life and a home of her very own, buys eighty acres of wild land in the Kootenay valley. She dons breeches to carry on her work conveniently, and thereby wins the commendation of some of her neighbors, and the condemnation of others. The building of the home, the clearing of the land, and the planting of the crops are all told with convincing reality. Janet fortunately is possessed of a sense of humor which tides her over disagreeable spots. She had desperate need of her gift when through kind-heartedness, she takes the school teacher to board, for that lady does her best to capture the affection of the wounded English officer who had been Janet's first friend. The neighbors, most of whom are from the Old Country, are delightful. Even Mrs. Good, who disapproves of breeches and is always listening in on the party telephone, is won around to be friendly. The end of the book, of course, is a happy one. "Marriage bells are ringing" as the weekly newspapers in a Western village announce when two people wed.

EATING

Alfred McCann's new book, "The Science of Eating," introduces some sensational matter in his revelations as to the farce of "certified milk," and also that of "inspected and passed meats."

HULBURT FOOTNER

Hulbert Footner's "New Rivers of the North," has been brought out in a new edition, and he has a new mystery tale out this season, entitled, "The Substitute Millionaire."

Books About War and Reconstruction

Call is Heavy for Books Dealing With the War and Problems Arising From the Great Conflict

LUDENDORFF

Two volumes will comprise "Ludendorff's Own Story," now running serially in certain newspapers, which is shortly to appear in book form. Ludendorff's story is remarkable for its apparent frankness. It is an amazing human document—a revelation of the workings of the Teutonic military mind. It covers the entire period of the war. The historian of the future will depend upon it for his knowledge of the war as the German militarists saw it. From the storming of Liege to the armistice it stands as a complete record of the achievements and opinions of the man who is credited with being above all others the brains of the German army.

PHILIP GIBBS

Facts which Philip Gibbs was prevented by the censor from disclosing in his war despatches are now presented in the remarkable book: "What the Censor Forbade."

JOHN SPARGO

"Bolshevism," by John Spargo, is a book explaining Bolshevism and giving, without abuse and without endorsement, a clear idea of what it is and what it has done. Mr. Spargo goes farther and makes a comparison of Bolshevism with the aims of democracy. Very little attention is paid to the more or less sensational allegations about Bolshevist leaders. The book, however, deals frankly and fully with all these Bolshevist leaders as well as the non-Bolshevist Socialistic groups and leaders, in many cases including authentic documentary evidence. An important section of the book is devoted to an examination of democratic shortcomings revealed by the official documents of the Bolshevist Government. The book sets forth the theoretical and practical principles of Bolshevism. The historical background and origins of Bolshevism are shown.

BRITISH LABOR AND THE WAR

As booksellers know, there are many Canadians who are puzzled by the conflicting reports which have appeared in the public press as to who is who and what is what as regards British Labor and what it stands for. They will be interested in the important book about to appear, the work of Paul U. Kellogg, in collaboration with Arthur Gleason. It's title is, "British Labor and the War," which is of interest to every Labor Unionist, to every employer of labor, and to every social worker. It is a great book for the Canadian student of English conditions.

NAVAL FIGHTS

"Falklands, Jutland and the Bight," is the title of Commander Bingham's book on the chief naval battles of the Great War. There is an introduction by Sir David Beatty who says: "The heroic and indomitable spirit animating the British Navy reveals itself in these pages, silhouetted the more clearly by virtue of a modest background."

The book is an issue in Murray's Imperial Library. The author was commander of "The Nestor," which led the way in the Battle of Jutland and unfortunately sunk, Commander Bingham being among those picked up and made prisoner of war. He spent twenty-three months as a prisoner in Germany.

WILL PUBLISH ANOTHER BOOK

The second edition of "1914," by Lord French contains a preface by the author, in which he replies in a most spirited manner to recent platform criticisms by Mr. Asquith of Lord French, denying allegations regarding a conversation purporting to have passed between Lord Kitchener and Lord French. This preface includes the reproduction of letters by Mr. Asquith, Lord Kitchener, Marshall Joffre and the author, throwing new light on the Asquith-French disputes. The preface ends with this significant sentence:

"With various other specific criticisms from other sources, I shall deal, so far as they are worth attention, in another book, which I propose to publish at some future date."

BOLSHEVISM CONDEMNED

In a book entitled "Bolshevism or Trades Unionism—Which?" Gus Franq, of the "Labor World," Montreal, deals in a most convincing manner with the red scourge of Europe. It is a book on a question that vitally concerns every Canadian, whether employer or employee, and significance to what it presents is added by the fact that Mr. Franq was a delegate from Canada to the International Socialist and Labor Conference at Berne, Switzerland, last February. It is a small book on a big question, and as such, booksellers should have it because it is the means of making many quick sales.

WHAT PEACE MEANS

The felicitous pen of Henry van Dyke has been once more employed in the production of one of those delightful little volumes in which the gifted writer contrives to say so much in such little compass. Dr. van Dyke's new book is entitled, "What Peace Means." Its author is no foolish pacifist. On the contrary he stands for a peace cemented by sacrifice and the stalwart defense of righteousness—a peace secured to the world by the heroism of the faithful for whom there is no death.

SEA HOUNDS

Lt. Lewis R. Freeman, who was a year and a half "official writer-up" for the Royal Navy, has written a most interesting book, entitled "Sea Hounds," which has just appeared.

ABOUT LIVESAY

J. Fred B. Livesay, author of "Canada's Hundred Days," is a well known Canadian newspaperman. He was among the founders in Winnipeg of the Associated Press, and since that Western cooperative news gathering and distributing organization was merged two or three years ago in the wider national organization, the Canadian Press Limited, he has been assistant general manager of the latter, with his office in Winnipeg.

Throughout the offensive of 1918 he represented the Canadian Press, Limited, as its war correspondent with the Canadian Corps, and both then and since has had access to official and other documents bearing upon these operations.

D'ANNUNZIO

The dashing and romantic action of D'Annunzio at Fiume will, beyond question, inspire people everywhere to want to read what this man has written. Booksellers, therefore, will be well advised to get a supply of these books and feature them. In this connection it is interesting to quote the following editorial, headed: "Motion-Poetry," from the "Montreal Star" of September 16:

"Most poets have been content to write down their romances. Gabriele D'Annunzio, Italy's super-patriot, seems to have decided to act his flights of fancy into history.

"D'Annunzio is not content to write the play. He insists on taking the part of leading man and stage-manager.

"As a result, the present generation gets a taste of motion-poetry as well as motion-pictures. And it is a rather startling spectacle.

"Poetic license, applied to actual life and government is disturbing. There's an old feud, anyway, between D'Annunzio and convention. If any man can outrage the accepted order, surely the right belongs to him.

"The making of peace has been anything but dramatic. What wonder that romance grows restive under the colorless round? So Italy's dashing poet-aviator, tired of waiting for something to happen, 'hops off.' He proceeds to make his dream about Italian domination at Fiume come true.

"D'Annunzio may have to be awakened and brought back to earth, but he has added a bright touch of color to a rather drab landscape. Give him due credit for that."

Selling Points About Timely Books

A Brief Digest of the Outstanding Features of Many of the New Books and Some Older Titles—Tabloid Information to Help Booksellers and Their Assistants

ISABEL ECCLESTONE MACKAY

One of our versatile Western writers is Mrs. Isabel Ecclestone Mackay, of Vancouver. Her verse has a prominent place in the leading magazines of America; some of her stories and sketches have been translated into foreign languages, and she is producing novels which give entertaining delineation of character and faithful representations of Canadian life. Her "Up the Hill and Over" presented very charmingly a small Ontario town, and this has been followed by a more ambitious effort in "Mist of Morning," just published by McClelland and Stewart.

"Mist of Morning" begins with a scene in a delightfully quaint old house and garden with two somewhat unusual and charming children. There is a flavor of fairyland and mystery about it. Then we are carried out into the wider world of life in a great city, its struggles, temptations and trials and then still further into the complexity of world-wide problems and intrigue.

The author has amply proved herself the delightful and finished interpreter of the illusive beauty of childhood, youth and love's young romance. A delicate and perfectly natural humor sparkles in ever recurrent flashes throughout the narrative.

IBANEZ

"Mare Nostrum" (Our Sea) is the title of Vincente Blasco Ibanez's latest novel, published by Dent's, and already in its seventh edition.

By the peoples of Spain, the south of France and Italy, the Mediterranean is called affectionately by the Latin title, "Mare Nostrum" (Our Sea).

Blasco Ibanez gives us in fact the epic of the Mediterranean from the dim dawn of legend, when the white Amphitrite with her sea horses was queen of the sea, to the day of the lurking German submarines and the torpedood merchantships.

This splendid story of a daring Spanish sailor and his boat, and of his temporary seduction to the services of the Teutonic Powers by a German adventuress, is drawn on a vast canvas, the background of which is the history, the scenery, the traditions of this wonderful sea, around which civilization first appeared in Europe. Not only the surface of the sea, but the life and wonders of its depths, the habits of its fish, the currents of its waters—everything concerning it serves the author as material for one of the most superb and enthralling books he has ever written.



MARSHALL SAUNDERS
Author of "Golden Dicky."

A CANADIAN JUVENILE

A new Canadian juvenile of merit is Alfred Uren's "Bob and Bill See Canada," which comes from Musson's. It is an illustrated travel story for young Canada, written in an unusually entertaining and instructive manner, in smoothly flowing verses that tell of the leading features and charms of our great Dominion.



ROBERT WATSON
Author of "The Girl of O.K. Valley"

While it bristles with wholesome humor, the young mind unconsciously graps a great deal of knowledge of Canada and things Canadian, the growing cities and centres of greatest activities, the leading industries, and vast natural resources, the unequalled natural charms and wonders of mountains and prairies, forests and rivers, islands and lakes. It is all told in rhyme, which flows along smoothly and musically in a way impossible with prose. Then, too, the book is overflowing with practical patriotism.

Canada, unfortunately, has too few juvenile books of this character. We have even been letting other countries tell our children about our own great country, but we are awakening to the fact that even our boys and girls must have a literature distinctively Canadian if they are to be trained in the highest ideals of national and Imperial citizenship.



ISABEL ECCLESTONE MACKAY,
Author of "Mist of Morning."

BEFORE THE "BAR"

For the bookseller, whether he is a prohibitionist or an anti, a new book entitled, "Before the Bar," by J. A. Stevenson, has special significance, and opens the way for many sales both to prohibitionists anxious to read a presentation of the case against prohibition, and especially to the people who are against prohibition, because of the scarcity of books presenting their side of the question.

This book in fact presents both cases and then sums up with a survey and future outlook from which this quotation may be made as an indication of its nature:

"The available evidence would lead to the conclusion that the abolition of the bar and the curtailment of the facilities for the purchase of liquor have been of very considerable benefit to our population, but it is also abundantly clear that complete prohibition is a farce, and, whatever our statute books may nominally decree, simply does not exist in practice."

The book is published by J. M. Dent & Son.

SYLVIA AND MICHAEL

Compton Mackenzie's new novel, "Sylvia and Michael," just published by Musson's, deals further with the fascinating, brilliant, erratic, but always charming Sylvia, one of the most delightful and unconventional of heroines of fiction. To satisfy a whim she throws away a big career. She makes her way alone through dangers that

would terrify most men. She sings and dances through life and at last finds happiness in the love of a man whom she thought forever lost to her.

MARY OLIVIER

May Sinclair has done no finer work than "Mary Olivier," her latest novel which the Macmillans have just published. It is a presentation of a woman's life, her thoughts, sensations and emotions without artificial narrative or analysis and without biography.

The main interest lies in Mary Olivier's search for reality, her relations with her mother, father and three brothers, and her final passage from the bondage of infancy, the conflicts of childhood and adolescence, the disenchantments (and other drawbacks) of maturity, to the freedom, peace and happiness of middle age. The period covered is from 1865, when Mary is two years old, to 1910, when she is forty-seven.

MADELINE

A life story of uncommon human interest is "Madeline—An Autobiography," which is a record of a remarkable conversion of a young woman who is reclaimed from the depths of degradation. This woman, out of her infinite experience in twenty years of her life, is not in agreement with many of the ideas which have gained universal credence on the strength of exploitation through the printed page and the stage, but her concern in writing this record of her life is not to deal with the social evil controversially but to tell the unvarnished truth of its reactions upon herself and of a soul struggling out of darkness into the light. The final deliverance is told in language almost stark in its simple directness.

THE CITY OF COMRADES

An interesting fact in connection with the appearance of Basil King's latest novel, "The City of Comrades" is that the story has been screened and is now being shown to thousands of devotees of the movies. The screen version is so remarkably interesting that it cannot fail to develop many sales of the book. The down-and-out club feature of this new story is especially appealing in its aspects of character delineation, pathos and humorous situations.

WODEHOUSE

Pelham Grenville Wodehouse is an English humorist who has more than made good with the reading public on this side of the Atlantic, and his new book, "Their Mutual Child," is in his best vein.

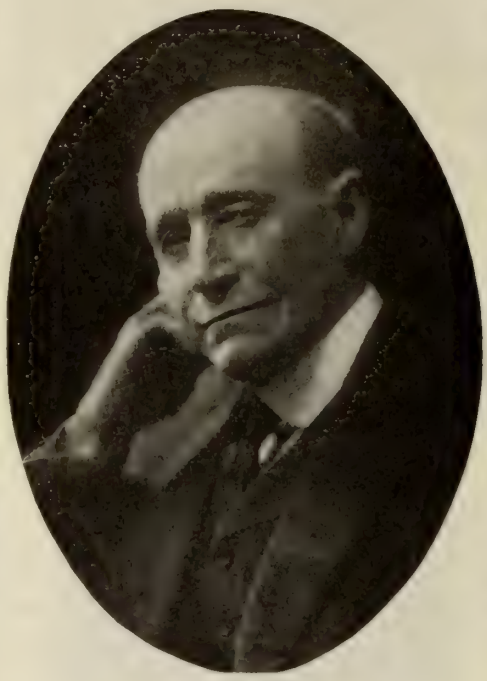
In this novel—which is more than just a funny story with a punch—riotous fun is poked at Eugenics and the general bringing up of children in glass cases. But with all the fun there is a tender fascinating love story that holds you in suspense to the last page. There is also a mighty sound exposition of the futility of so-called "society life."

MICHAEL FORTH

"Michael Forth" is a book with three definite points of interest. The first is the vivid picture of Virginia during the reconstruction period after the Civil War; the second is the almost holy love between Michael Forth and his cousin, Miriam Warringer; and the third is the fascinating theory of love and life which Michael begins to evolve in Virginia and completes in the wilds of Africa. The author is Mary Johnston, who wrote "To Have and To Hold."

WILL ROGERS

Will Rogers, well known to vaudevillians and as the cowboy philosopher of "The Follies," has collected Rogerisms, dealing with the Peace Conference in a volume carrying the title, "Will Rogers," and published in a 60-cent edition bound in boards.



W. A. FRASER,
Author of "Bulldog Carney."

PLEA FOR UNITY

"Bridging the Chasm" is the title of a new Canadian book by Percival F. Morley. It is a reasoned and convincing appeal of an English-Canadian to English-Canadians, urging them to forget their race prejudices, observe more fully the spirit of fair play, and meet their French-speaking countrymen at least half way in an effort to establish a real and abiding concord on the basis of a larger Canadianism.

GOING WEST

Realizing the significance among soldiers of the term "gone West," booksellers will attribute special significance in a trade sense to Basil King's new book "Going West," which is a fine piece of literary work and a notable contribution to the ever-growing evidence that "There are no dead."

PELOUBET'S NOTES

The selling of volumes dealing with the International Sunday-School lessons does not receive its full share of attention in the average bookshops. There is scarcely a bookseller who has not in his community many prospective purchasers of the larger volumes like "Peloubet's Select Notes," and the smaller books, such as "The Gist of the Lesson."

The 1920 edition of Peloubet's is already out and booksellers will do well to get busy early in either selling copies now or booking orders for delivery just before the first of the year, when the active use of the new volume will begin. BOOKSELLER AND STATIONER acknowledges receipt of a copy of the 1920 volume of "Peloubet's Select Notes," this being the forty-sixth annual issue.

Rev. F. N. Peloubet and Dr. Amos R. Wells, the editors of this commentary, demonstrate in the volume for 1920 the same thorough method of treatment which has characterized the volumes for previous years.

It is scholarly in that it is a storehouse of the most up-to-date information in relation to Bible history, Bible lands and Bible customs. It is comprehensive in that it covers every phase of the lesson. It is condensed in that it puts into concrete form which is available immediately the truths which are to be taught. It is practical in that it suggests ways and means by which the lessons may be most interestingly taught.

The most valuable teaching methods for the different grades are suggested and the pictures really illustrate the text, while the word illustrations are fresh and vital and the spiritual teaching sound and inspiring.

In it, every superintendent, teacher and scholar can find his own personal requirements.

The volume has two accurate and up-to-date colored maps, four full-page illustrations printed in color, and the text is illumined with more than 125 pictures.

THE GIRLS' BOOKSHELF

In that fine series of books by Amy E. Blanchard, making up "The Girls' Bookshelf," has just appeared "A Little Maid of Picardy," published by the W. A. Wilde Co., Boston. It is a story of a little refugee in France. The book is one of 388 pages and has a fine colored frontispiece.

LEVY ON CAPITAL

In a book by Hartley Withers, with the title "War-time Financial Problems," the author deals exhaustively with the present inordinate conditions which the war has aroused, including the prospects of a Levy on Capital.

OFFERS $10,000 FOR LIBRARY

Kingston, Ontario, Sept. 10.—Mr. G. Y. Chown, registrar of Queen's University, has subscribed $10,000 towards the erection of a public library building for Kingston, conditional upon a further amount of $40,000 being secured for that purpose. Efforts are under way to raise the additional $40,000.

LABOR AND CAPITAL

"Common Sense in Labor Management," by Neil Clark, editor of "System," is a timely book in view of the present industrial conditions in Canada

and the interest developed by the recent congress at Ottawa. Mr. Clark's assumption is that the great problem is management. This book hits at the very heart of the trouble between capital and labor. It is a pretentious volume and is published at $4.

G. K. CHESTERTON

A volume of satirical lyrics by G. K. Chesterton is to come shortly. The same author's monograph to the late Cecil Chesterton is also announced for early appearance.

A new anthology of poetry, entitled: "A Miscellany of Poetry, 1919," edited by W. K. Seymour, differs from other contemporary anthologies in that its contents have not previously appeared in book form. The editor has been inspired throughout by a desire to make the collection as catholic as possible. The authors include G. K. Chesterton, W. H. Davies, Laurence Binyon, Muriel Stuart, Louis Golding, John Drinkwater, Eden Phillpotts, Arthur K. Sabin, Theodore Maynard, etc.

THE MIDDLE CLASSES

A great deal of interest attaches to a new book entitled: "What's Wrong With the Middle Classes?" which has just appeared, the work of Dunsdale Stocker. It affords the middle class an insight into its own history. It enables its members to see themselves as others see them. It reveals just where the middle class stands at the parting of the ways, and demonstrates that if it is to perpetuate its existence, it can be only on certain conditions. What these conditions are, the reader must discover for himself.

JUST JEMIMA

J. J. Bell, the Scottish humorist, is again to the fore with a piece of genuine drollery entitled, "Just Jemima." Mr. Bell's latest is as good as anything he has yet done. His heroine and her adventures furnish one long chuckle, described as they are by a past-master of that dry, kindly, unfailing humor so characteristic of, and peculiar to, the land of the heather.

FOR ENGLAND'S HONOR

From Morgan & Scott, Ltd., of London, comes a copy of their fine new book for boys, a big, fat volume of nearly 400 pages. The story is by Albert Lee and is a stirring tale based on the great war. It is well illustrated and should prove a favorite with juvenile readers.

The publishers of W. A. Fraser's latest novel, "Bulldog Carney," have purchased the publishing rights in Canada for the same author's, "The Thoroughbred," published about a dozen years ago, and a new edition will be brought out.

A YOUNG MAN'S BOOK

John M. Holmes, author of "Jesus and the Young Man of To-day," is general secretary of the Central Y. M. C. A. of Greenville, South Carolina. He is a young man who has found the problems with which he deals in his book very



HUGH WALPOLE

The author of "The Secret City" and other big successes gives us a new novel entitled "Jeremy" this season.

real himself and who, through his association with young men and boys, has been able to see and appreciate the viewpoint of youth. His book is distinctly a young man's book.

THE HIDDEN AERIAL

A fine new juvenile tale is "The Hidden Aerial," by Lewis E. Theiss, published by the W. A. Wilde Company, of Boston. Primarily it is the story of a band of boys who enlisted in the boys' working reserve to serve their country during the war; secondarily it is the story of a wireless spy hunt. Their wireless training serves them well when called upon to engage in a hunt for hidden wireless apparatus. Striking characteristics in the makeup of the different boys serve to aid in holding the attention of the reader from the begining to the end. Each boy played his part and it will be of interest to every reader to learn how each acted at the critical moment. The volume is illustrated with colored frontispiece and black and white illustrations.



FRANK SWINNERTON

This popular English author follows up "Nocturne" and "Shops and Houses" with "September," just published.

JOAN AT HALFWAY

Grace McLeod Rogers' new book, "Joan at Halfway," has just come from McClelland & Stewart.

When orphaned little Joan Wisdom came to Halfway to live with her great uncle Garret Wisdom, she found an air of mystery surrounding the strange old house near the sea. Uncle Garret was a rheumatic autocrat and Joan's glimpses of the world beyond Halfway were rare, yet she met with other characters, some quaint, some mysterious, and some very lovable.

"Halfway!"—what a world of things to think about it gave to sixteen-year-old Joan. There were the locked doors of secrecy and buried hurt and the anger of old Wisdom quarrels, the hereditary gypsy curse of the Thirst that was to fall upon every male in the Wisdom line and the promise,

"Sons' sons and daughters' sons,
But son's son shall end it."

Then there were the other Wisdoms of whom she must not speak, and whom she must never see—how she had longed to know them! How Joan lifted the curse of Romany and reunited the proud Wisdoms is a story woven of romantic legends from the "land of orchards."

The author is a native Nova Scotian and her husband, D. H. W. Rogers, is a prominent barrister, now Mayor of Amherst.

THE HARBOR ROAD

A most entertaining story is told by Sara Ware Bassett in "The Harbor Road," published by the Copp, Clark Co. In the little Cape Cod village of Wilton lives Nate Harlow with his sister Deborah, and their niece, Tressie. When the family exchequer runs low, Deborah decides to take some summer boarders, and the complications resulting from the venture make it a tale in which there is a glimpse of old Boston and its traditions, and a broader glimpse of the sea with its white ships and bordering dunes. Through the unravelling of a lover's tangle, and the kindliness of loyal friends, Nate wins back all he holds dearest on earth. The tang of the salt air and of New Englandism breathes in every page of this delicate, humorous, and appealing story.

STARTING A STORE

As an example of how the business of bookselling casts its fascinations around those in other occupations, a quotation from a recent letter from San Francisco is interesting. David Reed, who opened the Utility Book Shop at 63 McAllister Street, this summer, writes: "I have started a book shop near the public library, and, as I make pretty good money on the side as a telegrapher and sleep at the shop, I intend to stick to it. It's a hobby that saves me, as a young man, from many extravagances and sins, and I hope, as an old man, from ennui. I intend to build up this business so that some day I shall not have to telegraph. I am studying bibliography in order to specialize in rare books."—"Publishers' Weekly."

Monthly Record of New Books

Published by Firms Established in Canada

THE COPP CLARK CO., LIMITED

Fiction

The Harbor Road, Sara Ware Bassett, cloth, $1.50; Huldy's Whistle, Anne A. Miller, cloth, $1.35; The Night Operator, Frank L. Packard, cloth, $1.50.

Non-Fiction

Addresses in America—1919, John Galsworthy, cloth, $1.25; The Path to Home, Edgar A. Guest, cloth, $1.25; Go! George H. Phelps, cloth, $1.00.

Juvenile

The Magic of Oz, L. Frank Baum, cloth, $1.50.

HODDER & STOUGHTON, LIMITED

Fiction

Adventures of Antoine, Collinson Owen, $1.50; Consequences, E. M. Delafield, $1.50; The Disturbing Charm, Berta Ruck, $1.50; Humpty Dumpty, H. A. Vachell, $1.50; Hermit of Far End, Margaret Pedler, $1.35; In Peril on the Sea, author of "Northern Mists," $1.50; The Last Million, Ian Hay, $1.50; Lady of St. Luke's, Mark Allerton, $1.35; Lady of the Crossing, Frederick Niven, $1.50; Mufti, Sapper, $1.50; Man on Dover Road, David Whitelaw, $1.35; The Scarlet Nest, Ellis Lloyd, $1.35; Signor McGlusky, A. G. Hales, $1.35; Valley of Headstrong Men, F. S. Fletcher, $1.50; Woman's Footprint, E. R. Punshon, $1.35.

Non-Fiction

Victory Over Blindness, Sir Arthur Pearson, $1.50; More Rough Rhymes of a Padre, Studdart Kennedy, 50c; Rough Talks of a Padre, Studdart Kennedy, $1.50.

McCLELLAND & STEWART LIMITED

Fiction

Rainbow Valley, L. M. Montgomery, $1.60; Joan at Halfway, Grace McLeod Rogers, $1.50; Bulldog Carney, W. A. Fraser, $1.50; A Sailor's Home, Richard Dehan, $1.75; Janet of Kootenay, Evah McKowan, $1.50; The Moon and Sixpence, W. Somerset Maugham, $1.50; Instead, Olive Wadsley, $1.50; The King's Widow, Mrs. Baillie Reynolds, $1.50; Our Casualty, George A. Birmingham, $1.50; After Thirty, Julian Street, $1.50; The Girl in the Mirror, Elizabeth Jordan, $1.50; The Forest Fire, E. Temple Thurston, $1.50; The Trail of the Beast, Achmed Abdullah, $1.50; Golden Dicky, Marshall Saunders, $1.50; The Girl of O. K. Valley, Robert Watson, $1.50; The Touch of Abner, H. A. Cody, $1.50; The Doings of Raffles Haw, A. Conan Doyle. $1.50; Second Marriage, Viola Meynell, $1.50; Little Miss-by-the-Day, Lucille Van Slyke, $1.50; The Yellow Lord, Will Levington Comfort, $1.50; The Four Roads. Sheila Kaye-Smith, $1.50; Transplanted, Gertrude Atherton, $1.60: Christopher Laird, Sidney McCall, $1.60; Her Son, Horace A. Vachell, $1.60; The Querrils, Stacy Aumonier, $1.60; Yellow Men Sleep, Jeremy Lane, $1.60; Singing Mountains, A. B. Cunningham, $1.50.

Non-Fiction

The Mason-Wasps, J. Henri Fabre, $1.75; The Mud Larks, Crosbie Garstin, $1.50; The Life of the Spider, J. H. Fabre, $2.50; Sea Hounds, Lieut. Lewis R. Freeman, $2.00.

Juvenile

I-Wonder-Why Stories, George Adam, $1.25; Barbara of Baltimore, Katherine Haviland Taylor, $1.50; Games for Children's Development, Hilda A. Wrightson, $1.50; Summer in a Girls' Camp, Anna Worthington Cole, $1.50; Blue Magic, Edith Ballinger Prince, $1.00; Boy Scouts Book of Stories, Edited by F. K. Mathiews, $2.00.

GEORGE J. McLEOD, LIMITED

Fiction

A Woman's Woman, Nalbro Bartley, cloth, $1.75; Cursed, George Allan England, cloth, $1.50; Spriggles, E. Lawrence Dudley, cloth, $1.60; David Vallory, Francis Lynde, cloth, $1.60; Passionate Pilgrim, Samuel Merwin, cloth, $1.75; Shorty McCabe Gets the Hail, Sewell Ford, cloth, $1.75; Partners of the Out-trail, Harold Bindloss, cloth, $1.60; The Ivory Trail, Talbot Mundy, cloth, $1.75; The Bartlett Mystery, Louis Tracy, cloth, $1.75; The Starling, Juliet Wilbur Tompkins, cloth, $1.50.

THE MUSSON BOOK CO., LIMITED

Fiction

Tales of Fishes, Zane Grey, cloth, $2.50; How Animals Talk, Wm. J. Long, cloth, $3.00; What We Eat and What Happens To It, Philip B. Hawk, Ph.D., cloth, $1.35; Cathedral Cities of France, Herbert and Hester Marshall, cloth, $3; Going West, Basil King, Paper Boards, 60c; Twelve Lessons From the Seven Purposes, Margaret Cameron, cloth, 60c; The Taker, D. C| Goodman, cloth, $1.75; Their Mutual Child, P. G. Wodehouse, cloth, $1.50; The Groper, Henry G. Aikman, cloth, $1.60; Twelve Men, Mr. Dreiser, cloth, $1.75; In the Sweet Dry and Dry, Christopher Morley and Bart Haley, cloth, $1.50; The Haunted Hookshop, Christopher Morley, cloth, $1.65.

Non-Fiction

The Modern Book of French Verse, edited by A. Boni, cloth, $2.50; The Modern Book of English, edited with an introduction by R. Le Gallienne, cloth, $2.50.

OXFORD UNIVERSITY PRESS

Fiction

Sisters, Kathleen Morris, cloth, illustrated, $1.60; Ramsey Milholland, Booth Tarkington, cloth, illustrated, $1.50; A. London Lot, A. Neil Lyon, cloth, $1.50; The Works of Stewart Edward White—10 vols., boxed, cloth, illustrated, each, $1.50.

Non-Fiction

Our First Always, Claude Grahame-White and Harry Harper, cloth, illustrated, $1.75; Zeebrugge and Ostend, C. Sanford Terry, cloth, illustrated, $2.25.

Little Nature Library

Trees Worth Knowing, Julia Ellen Rogers, cloth, illustrated, $1.50; Wild Flowers Worth Knowing, Neltje Blanchan, cloth, illustrated, $1.50; Birds Worth Knowing, Neltje Blanchan, cloth, illustrated, $1.50; Butterflies Worth Knowing, Clarence M. Weed, cloth, illustrated, $1.50.

Juvenile

Scouting Thrills, Capt. J. B. McKean, V.C., M.C., M.M., cloth, illustrated, $1.50; Tuck Me In Rhymes, Enos B. Comstock, cloth, illustrated, $1.25 net; Tuck Me In Stories, Enos B. Comstock, cloth, illustrated, $1.25 net; Adventures of Blackberry Bear, Margaret Frances Fox, cloth, illustrated, $1.25 net; Imagnia: The Story of a Boy and His Talking Dog, Julia Ellsworth Ford, illustrated by Arthur Rockham, cloth, $1.50 net.

THE RYERSON PRESS, TORONTO

Fiction

Lamp in the Desert, Ethel M. Dell, cloth, $1.75; Sherry, McCutcheon, cloth, $1.60; Rebecca's Promise, F. R. Sterrett, cloth, $1.60; Dilly & Dally, W. McCartney, cloth, 75c; Tharon of Lost Valley, V. E. Roe, cloth, $1.60.

Non-Fiction

The Young Visitors, Daisy Ashford, cloth, $1.00; Same Old Bill, E. Streeter, cloth, 75c; 1914, Lord French, cloth, $6.00.

S. B. GUNDY

Fiction

The Happy End, Joseph Hergesheimer, cloth, $1.75 net; Sisters, Kathleen Norris, cloth, $1.60 net; The Beach of Dreams, H. De Vere Stacpoole, cloth, $1.60 net; Sister Women, J. G. Sime, cloth, $1.60 net; The Other Side of the Wall, Henry Justin Smith, cloth, $1.60 net; My Rest Cure, George Robey, cloth, $1.35 net.

Non-Fiction

Homing With the Birds, Gene Stratton-Porter, cloth, $2 net; A Last Diary of the Great War, Saml. Pepys, Jnr., cloth, $1.75 net.

Thomas Young, a director of the house of Cassell & Co., is at present in Toronto conferring with the Canadian representative of the house, W. Clelland & Stewart, and will proceed from here to New York.

George Geer, manager of the Chicago office of the Houghton Mifflin Co., Boston, was in Toronto on Sept. 30, the guest of Thomas Allen. Canadian representative of the Houghton Mifflin Co. Mr. Geer, while in Toronto, made the acquaintance of a number of other members of the Canadian book trade.

Author of the Anne Books

Something About L. M. Montgomery, Whose New Novel, "Rainbow Valley," Has Just Appeared.



L. M. Montgomery, author of "Anne of Green Gables," "Anne of Avonlea," "Kilmeny of the Orchard," "The Golden Road," "Anne's House of Dreams," "Rainbow Valley," etc.

From the Charlottetown, P.E.I., *Guardian* the following interesting facts are gleaned about L. M. Montgomery, whose new book, "Rainbow Valley," has just been published by McClelland & Stewart:

From this the smallest province, Prince Edward Island, Canada's "Million acre farm," comes one of our best known authors—L. M. Montgomery (who in 1911 became Mrs. (Rev.) Ewan Macdonald of Leaskdale, Ont.). Lucy Maud Montgomery was born at Clifton, Prince Edward Island, where her father, Hugh John Montgomery, a son of Senator Montgomery, was a merchant.

Owing to the death of her mother when she was only a few months old she was brought up by her grandparents at Cavendish, P. E. I. Her education was completed at the Prince of Wales College, Charlottetown, and Dalhousie College, Halifax. She taught school for a few years. It was while she was at the Prince of Wales College that her first work was published—a poem, in an American magazine, although she says: "As far back as my memory runs I was writing stories and verse for my own amusement." Her first "Anne" book grew out of a request for a serial for a Sunday School weekly. It was based on an entry in an old note-book: "Elderly couple apply to orphan asylum for a boy; a girl is sent to them." The proposed serial grew to a book and from that arose a whole series of the "Anne" books.

Full of a splendid wholesomeness, a delectable humor and pure romance, is L. M. Montgomery's new novel, "Rainbow Valley," again staged on this her native Prince Edward Island. It tells of the everyday events in a community of simple, kindly people whose lives—sometimes dramatic, sometimes prosaic—are the counterpart of other lives the country over.

The six children of Anne Blythe (of "Anne of Green Gables" fame) and their four young neighbors of the Manse, are just the sort of lovable incorrigibles that keep the town aghast at their mischief while it secretly gloats over their irresistibleness. It is around their adventures and misadventures that the story turns and it is partly through them that two romances are brought to a happy outcome.

"The Born Fool" is a vigorous tale of mining life by John Walter Byrd.

Hot Shot for the Advertising Slacker

An Important Summary of the Situation as It Exists in Many Places To-day With Suggestions as to What Can be Done to Overcome the Troubles Many Merchants Bring on Themselves

AS a representative of the MacLean Publishing Company the writer has just completed a tour of Western Canada, which has taken him to upwards of 100 towns in Manitoba, Saskatchewan and Alberta. He has called on most of the business houses in these towns, and in every case the publisher of the local newspaper. The question of advertising has been discussed with both merchants and publishers from every angle. A critical survey has been made of the display announcements in the various weekly publications.

The outcome of this investigation is the firm conviction that either through negligence or absolute ignorance of modern advertising methods, the merchants of Western Canada are ignoring one of the most powerful weapons they have for combatting the mail-order business.

> "The merchant in the small town is competing against the best brains in the advertising world, employed in getting out great catalogues that are a delight to the eye, with their attractive cover design, their wealth of illustrations, and the cleverly worded and set up announcements that appear on every page. Every page is like a circus bill, to excite the imagination and stimulate a buying impulse that is irresist ible.
>
> "Does the advertising of the home merchant stimulate the imagination? Well not that you could notice, in the average case."

It is almost pitiable to pick up many of the country weeklies and find throughout the stereotyped forms of advertising that have been doing service since the day of the Pharoahs, when they were first chiseled in stone. No punch, no originality, no cuts, nothing spectacular, attractive or compelling. It was in these towns that the merchants said they had little faith in advertising in the home paper, and it was in these towns that they wailed over the disloyalty of the citizens in sending their orders to the mail order houses. With one accord they announced that it was useless to put on a bargain sale in that town.

Editor's Outlook Limited

Incidentally, the publisher of the newspaper was almost as sound asleep as the merchants. Week after week he allow-

ed their advertising to run without change. If they were not enough interested to boost their own business, he should worry. Week after week he accepted their copy wihtout remonstrating with them on the futility of putting in such announcements, or endeavoring—if indeed they knew how, to educate them to more modern methods. Many publishers appear unable to grasp the fact that a merchant who receives returns from his advertising invariably increases his space, becomes an enthusiastic booster for the paper and a permanent fixture in its columns.

The merchants in a town of this kind are competing against the best brains of the advertising world employed in getting out great catalogues that are a delight to the eye with their attractive cover design, their wealth of illustrations, and the cleverly worded and set-up announcements that appear on every page. Every sheet is like a circus bill, to excite the imagination, and stimulate a buying impulse that is irresistible. Does the advertisement of the home merchant excite the imagination? Well, not what you could notice in the average case. Take for instance the big display announcement of a men's wear shop in a Western town. It appears on the front page of the local weekly, and reads like this:

Men's Furnishings
Men's Footwear

Men's Hats and Caps
Men's Clothing

The firm's name

At your service at all hours.

This advertisement had been running for four successive issues. It was practically so much waste space, practically money thrown away. Everybody in the surrounding town and country knew that this store carried these articles. The announcement was run during the month of June when the store was full of seasonable summer goods, but never a suggestion or hint was given of cool garments, of new stock, or of values that made purchasing worth while.

Above this advertisement in the premier position in the paper, top of column, left hand side of front page, was another inserted by the leading firm in town. It bore the caption in heavy type: "Our Ladies' Footwear," followed by the words in 18 point light-face type: "in white canvas or leather will be found comfortable and classy." There followed a straight announcement of various kinds of shoes with their prices. No cut was used in either ad.

"It is the comment of newspaper publishers in most small towns, that if city stores were to use the advertising methods of the country they would go under in quick order."

City Stores Would Perish Under Similar Treatment

One could go on indefinitely. These are typical of announcements that appear in most country weeklies. Scarcely ever is there anything that will make a farmer's wife jump into her car and come into town, even as city housewives flock down to the big stores every day to be present when some article is to be cleared out at a stipulated hour. As a matter of fact the advertising value of an occasional flyer in genuine bargains is very much overlooked in the country, where special offerings of this kind would undoubtedly lead to large sales of general stock. IT IS THE COMMENT OF NEWSPAPER PUBLISHERS IN MOST SMALL TOWNS THAT IF CITY STORES WERE TO USE THE ADVERTISING METHODS OF THE COUNTRY THEY WOULD GO UNDER IN VERY QUICK ORDER.

In the town of Cabri, Saskatchewan, situated on the Empress branch of the C.P.R., two instances are afforded of effective advertising, in which the "Clarion," published by Ross & Penny, was used as the medium. In the case of one of these concerns a special sale was put on by a professional sales company, the other is the story of how one merchant has tripled his business in three years by snappy advertising methods.

$3,000 the First Day's Sale

In the case of the special selling out sale a page announcement was used in the regular Thursday edition, but it was the most "spectacular" advertising page ever used in Cabri. It was patterned after the page ads used almost daily in big city journals, and a copy of it is reproduced on this page. Its most striking feature was the ten-inch cut of a vigorous man, who with clenched fist, appeared in the act of driving home his arguments. Enclosed in a heavy bordered box to the right was the personal statement of the proprietor setting forth his reasons for selling out, and there was the usual announcement of store closing for two days to arrange and mark stock, also the familiar advertisement, "Salespeople Wanted." The advertisement opened with the convincing statement that "This sale will, without doubt, create the greatest selling activity ever seen in this section. Without a question the finest and most complete stock of merchandise in this part of Saskatchewan, and the people here have never seen such bona-fide reductions on everything to wear, eat and use as will be given here when the sale opens."

In the body of the ad. there appeared seven little boxes across the page, reading as follows:

Every trade report brings notice of higher prices of wool and cotton goods, Think!

Nearly every letter we open tells about the advance in prices. Save while you can.

Our advice is to stock up now for next winter's needs. We'll help you save.

Shoe leather is scarce and going up

A REMINDER

Have you ordered your supply of this year's Holiday Book Catalogues? If you haven't, do not delay this. Turn to page 40 in this issue. Read the particulars there. Then clip the coupon and mail in your order. These catalogues will help you to greatly swell your Christmas book sales.

rapidly. Take advantages of these prices.

Women who are handy with the needle should be on hand early.

The high cost of living gets a jolt during this sale. Here are many useful things for the home all at bargain prices.

The lower half of the page contained a tabulated list of goods offered for sale with their regular price and their sale price.

The sale opened on Saturday, June 2, with a rush, and A TOTAL OF $3,000 WAS TAKEN IN THE FIRST DAY. It was necessary to close the store for another couple of days in preparation for the further selling effort that resulted in closing out the entire stock.

Advertising Draws Trade

Now while it would not be feasible for a country store to adopt tactics of this kind as a permanent thing, the lesson to be drawn from this experience is that the proper kind of advertising draws trade in the country as well as in the city. Had any person told that Cabri merchant that he could sell $3,000 worth of goods in a day by advertising, he would not have believed it possible. The point appears to be that in order to attract attention the small town merchant must adopt unusual methods from time to time. He must put life and fire and action into his announcements if he wishes to arouse his readers to the proper buying pitch. If he could only realize when he puts his advertisement into the local newspaper with a circulation of 500 that he is talking to an audience of over 2,000 people, practically all of them prospective buyers!

Ask the publisher of any country paper and he will tell you that he is almost distracted every week trying to get the merchants to change their announcements. He finds it a hard job to get them to write copy, and he must hound them and worry them continually to help themselves. In too many towns the attitude of the merchants is that the paper is helping to serve the community, and therefore, from a charitable standpoint, should be given a little assistance.

Nearly Triples Business

But with regard to the second instance of effective advertising at Cabri. Arthel Simard, a general merchant there, purchased his present business three years ago. Prior to the time he took it over the greatest business conducted in any one year amounted to $39,000. Since 1916 his progress has been so rapid that his turnover last year amounted to $89,000. He attributes this largely to his advertising methods, although he has adopted a system of selling groceries in carload lots direct from the track to the farmers at harvest and threshing time, which is another story.

Mr. Simard began his advertising with a six-inch space, but he used that space intelligently to attract people to his store. His advertising from the first has been changed completely from week to week, for as he says an ad. run the second time is stale and the mark of a stale business. He has endeavored at all times to use originality in his captions, and has not been afraid to "boost" himself, his values and business to the limit. He goes by the principle that the man who displays confidence in himself and his store begets confidence in others. He had adopted the slogan: "You generally pay less at Simard's."

The advertisements of this store are patterned after those of the city stores. The articles offered for sale in each department of the store are grouped together and tabulated in ten point type, with the price printed in black. Every article advertised has its price mark, and in many instances there is a brief word of description, such as: "Our prints are all imported and guaranteed fast colors," or "White voile, just the thing for hot weather wear," "lovely pattern," "made of the strongest material," etc.

Sincerity Essential

"The country paper is a wonderful medium if it is used right," said Mr. Simard. "Out on the farms the people have plenty of time to read, and if an advertisement is attractive or is designed as mine are to create the impression of lists of bargains they study every word. Even in the heat of summer they watch the advertisements, and I know that I am constantly getting direct results for they come into the store and say: 'I see you are selling ———— for such a price.' The great thing is to be absolutely sincere and honest in advertising. It might be possible to put across a fake once or twice, but a lost customer is the penalty." This merchant says he tries to find time on Sundays to write his advertising, at which time he can concentrate on it, but in any event he takes the utmost pains to have his copy to the newspaper in good time, and planned out in a way to draw trade.

Where other merchants are continually marking up their old stock in accordance with the latest wholesale prices, Mr. Simard believes in taking advantage of his early purchases to announce special bargains. There is no better form of advertising, he says. In July he was selling old stock prunes for $2.00 a case that were then costing him $2.80 wholesale. At certain times of the year, notably in the fall, he takes a half page of space to announce his sales on the track.

Merchandising Cuts Needed

It would seem that the Western Canadian newspaper field was ripe for a cheap service of merchandising cuts. These could either be sold direct to the newspaper or through them to the merchants, most of whom are in a position to pay and pay well. It might be feasible also to supply country newspapers with a small stereoptying outfit for moulding a service of matrices into casts. At the present time there are practically no cuts used whatsoever except in the case of certain implement firms who are supplied by the manufacturers.

It would also seem feasible for some enterprising publisher to supply to country merchants through the newspapers a miniature advertising course, setting forth in one publication the rudiments of the craft, and giving a great number of display advertisements as texts for their own announcements. Any efforts of an educational nature such as this will assist very materially in helping to fight the mail order houses.

Hurry in Ad. Writing Costly

James Penny, one of the proprietors of the Cabri "Clarion," stated the other day that they experienced great difficulty in getting merchants to change their advertising from week to week. In many cases, he said, this was hurriedly done, "just to get it over with," and with results that can be easily guessed. At times, he says, from a purely defence standpoint, they have changed the advertisements themselves on the front page, for they were so glaringly the same as the former week as to rob the paper of freshness. Frequently, says Mr. Penny, the advertiser requests the publisher to make the change as he is "too busy." However, no matter how intelligent a printer may be he cannot possibly be expected to know what the advertiser wishes to lay before his readers. "Advertising space costs money, every inch of it," says Mr. Penny, "and some advertisers may as well throw their money in the gutter for all the good it accomplishes in trying to keep money at home where it rightfully belongs."

One day the proprietors of "Clarion" made the proposal to an advertiser that instead of using general terms in his announcements that he use his space once a week to clear out odd lines. This the merchant began to do, with such, to him, wonderful results, that he has developed into a consistently good advertiser. The story was told of another merchant who used a half page space to announce a special bargain sale, and who went further and decorated the exterior of his premises to make it appear something unusual was happening. This effect was achieved by taking large colored posters, cutting them in half, and making each half sheet into the form of a pennant with the paper cutter. On each of these paper pennants was printed the one word "SALE." Varied colored paper was used, and the plate glass windows decorated in such a way as to not affect the window dressing.

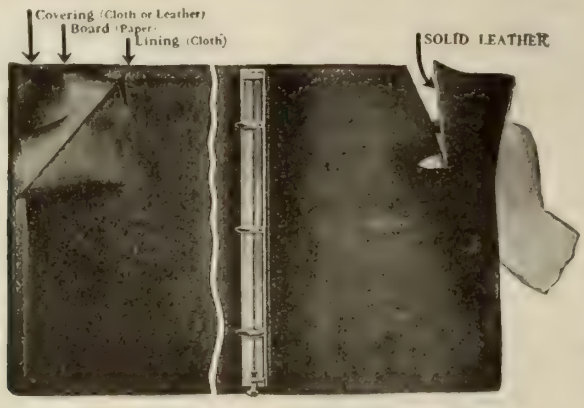
The "Clarion" is a good instance of a healthy country paper, and its service to advertisers has placed it where it is with a circulation of 1,050. Its advertisers are increasing their space to such an extent as a result of their success that they are automatically being forced off the front page, and it is the intention of the publishers to present a solid news front on page one just as soon as present contracts expire.

New Goods Described and Illustrated

ONE-PIECE COVERS

A. R. MacDougall & Co., as representatives of the Trussell Mfg. Co., are showing a solid leather cover for loose leaf books which is of interest to stationers.

The big feature of all-leather covers are their flexibility and their ability to stand hard usage, bending and folding without the least risk of breaking. These covers are cut out of the hide by the use of an automatic "die" cutting machine. Each cover is one piece of leather all the way through. Naturally they stand up longer than the usual three-ply, glued cover can be expected to. Quality considered, they are low in price, and each sale means a satisfied customer.



ONE-PIECE COVER

PAPER-HANGING MACHINE

St. Thomas, Ont., Sept. 17. The report is given out by A. B. Hitch, of Hitch Bros. Co., inventors and owners of the "Universal Paper Hanger," that their stock selling campaign in this city has been very successful and they have now disposed of sufficient shares to enable them to state definitely that they will locate here.

The promoters of the new industry report that they have leased permanent manufacturing quarters in the city and have secured an option to buy if they decide on this course.

A practical demonstration of the "Universal Paper Hanger" showed wallpaper being prepared and pasted in this new device that is said to revolutionize the art of paper-hanging. The operations, as demonstrated, are very simple and efficient and back up the assertions of the inventors that their machine makes paper-hanging "child's play."

TOY CROCODILE

A crocodile, which opens and closes its jaws and wags its tail in a most realistic manner, is to be seen at the showrooms of Bedington, Liddiatt & Co., Ltd., Bayer Street, London, E.C. This toy is manufactured in wood, and it is one of the most novel lines that has yet come to our notice. This firm have also a very fine range of wood toys of every description.

DILLY DALLY CALENDAR

Acting on the English popularity of the comical high-hatted characters of "Dilly and Dally," introduced in the book by that name, Tuck's have put out a Dilly and Dally cut-out stand figure calendar which is a most striking number.

GAME TEACHES GEOGRAPHY

"Geographical Lotto" is a new game out this year. The game consists of 20 cardboard cards 5 x 7¼ in each. On each card is a pictorial representation of a section of the map of the United States lithographed in four colors, consisting of two or more States of the U. S. The most important cities and towns of each State are shown on these maps. The main object is to show the player as graphically as possible the name, location and importance of the cities of the States shown on the cards held by him. The number of cities shown are 240. For each city shown there is a corresponding "chip" or "lotto card" carrying the name of that city, thus making 240 "chips." When playing the game a dealer is selected as in other games of cards. The dealer selects at random from the receptacle one of the chips or lotto cards and announces the name on the chip. Every person playing scans his map for the city called off, thus familiarizing himself with the geography of the United States. The game continues in this way until some one player has covered, with various "lotto" cards or "chips," all of the cities shown on his card. This player is the winner of the game. It is hoped that a similar game based on the map of Canada and Canadian cities will follow on the strength of the success of this one.

A CAMERA NOVELTY

The little sport camera is a newcomer for which a big demand is being dedeveloped there are a lot of surprises for a quarter. It looks like a real camera and it takes pictures—but when they are developed there are a lot of surprises for those whose pictures have been taken. That is the feature of the camera. It will do things that the ordinary camera will not do.

If you haven't ordered your supply of the

Holiday Book Catalogue

Clip and fill out the Order Form

on page 40 of this Issue

WELDON ROBERTS
RUBBER ERASERS

When we affirm the unrivalled fine quality of WELDON ROBERTS' erasers we mean exactly that—unrivalled. The only way to put this statement to the test is to test the erasers. We mail free samples to stationers anywhere. There are 88 styles.

WELDON ROBERTS RUBBER CO. NEWARK, N.J. U.S.A.

Are You Selling

Crane's Linen Lawn

(The Correct Writing Paper)

?

Its good style and fine quality are the result of a century's experience in paper making.

You will find it ***the*** choice of customers with discriminating taste.

Manufactured by

Eaton, Crane & Pike Co.

New York Pittsfield, Mass.

How Is Your Stock Of
Merriam-Webster DICTIONARIES?



Prompt service means satisfied customers. If your order hasn't been placed, **why not place it now?**

WEBSTER'S NEW INTERNATIONAL
400,000 words, 2,700 pages, 6,000 ills.
Regular and India-Paper Editions.

WEBSTER'S COLLEGIATE
100,000 words, 1,248 pages, 1,700 ills.

WEBSTER'S NEW IDEAL
1,216 pages

WEBSTER'S LITTLE JEM
Most complete of pocket manuals.

Order through your Jobber or of the Publisher

G. & C. MERRIAM CO., SPRINGFIELD, MASS.



LEADING BOXES:

B-1—8 semi-moist pans 6 standard colors with sepia and charcoal gray.
B-1—Special—8 semi-moist pans, 6 standard colors with white and black.
A variety of other assortments kept in stock.

THERE ARE REASONS

for the largely increased sales of **Bradley Water Color Boxes** for schools. The standard of quality has been maintained and **prompt deliveries** are always made.

For sale by the leading jobbers, or trade orders will be promptly filled by

The Geo. M. Hendry Co., Ltd.

215 Victoria Street, - Toronto

Sole Canadian Agents for Milton Bradley's Art, Primary and Kindergarten Materials.

DO YOU ONLY SKIM OVER THE NEWS?

The busy business man who has no time to read the newspapers carefully and who misses many valuable items about his line of business does not need to be handicapped. He can have us do his important reading for him and send him these—



We cover the whole of Canada and United States for news relating to any business and can keep you posted with timely information. Do you want news of any of the following lines?

PUBLISHERS
BOOK STORES
CHILDREN'S GOODS
TOYS AND NOVELTY STORES
NEWS AGENCIES
OFFICE SUPPLIES
STATIONERY STORES
ARTISTS' SUPPLIES
PAPER MANUFACTURERS
SCHOOLS
PRINTING SHOPS
WALL PAPER STORES
MUSIC STORES
VARIETY STORES

WRITE FOR RATES, ETC.

CANADIAN PRESS CLIPPING SERVICE

143-153 UNIVERSITY AVE., TORONTO

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

RYCO TAPE MOISTENER
ADDS TO PROFITS



Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt. Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES

J. F. Ryan & Co.
52 Vanderbilt Ave.
NEW YORK

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.
Also
ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES LTD.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND



Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

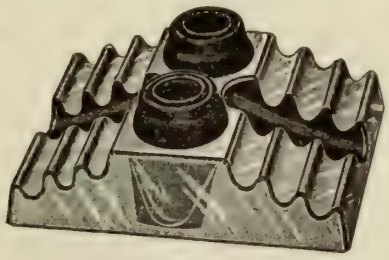
NEW GOODS
DESCRIBED AND ILLUSTRATED

NEW BLOTTING PAPER

An actual sample of blotting paper line they now represent for Canada, that of the Virginia Paper Co., of Richmond, Va., which, by the way, is a newly established concern manufacturing blotting paper in one grade only, the grade being produced in various weights from 60 to 120 lbs. in white stock and from 80 to 140 lbs. in pink, blue, canary and buff. These papers are all stocked in size 19 in. x 24 in. sheets. Emphasis is laid on the assertion that this new blotting paper is made of pure cotton stock, with no clay or wood introduced.

DOUBLE DESK INKSTAND

Herewith is illustrated a new number from the line of stationery specialties manufactured by F. A. Weeks Mfg. Co., 93 John Street, New York City. This new inkstand is for use on double desks and is made of fine crystal glass with



rack space on either side for pens and pencils, and double wells. It is equipped with an automatic protector top, preventing overflowing of the ink. The stand makes a handsome appearance, and, selling at a popular price, should prove a good item to stock.

NEW SPECIALTIES

A new illustrated catalogue descriptive of the Automatic Pencil Sharpener Co.'s line of specialties, includes, besides this firm's well-known line of lead pencil sharpeners recently added, lines which these people are now manufacturing, including paper fasteners for fastening together two to six sheets of paper without use of metal clips, staples, rivets or pins; metal spring clips, erasers in nickel-plated holders, pocket pencil sharpeners and steel document bands.

GAMES
NEW CATALOGUE NOW READY
ALSO
TOY BOOKS
DREAM BOOKS
EXERCISE BOOKS
DRAWING BOOKS
RIDDLE AND JOKE BOOKS,
TABLE BOOKS
READY RECKONERS
MEMO BOOKS
FORTUNE TELLING BOOKS
ETC., ETC.

GOODE BROS. LTD. (1913)
ARIEL WORKS,
88-90 CLERKENWELL ROAD
LONDON, E.C. 1.
ENGLAND

Why is the Peerless the Best Moistener?

$1.00

Ask any of the thousands of users and they will tell you it is the best on the market.

Simple—Useful—Economical

We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

PEERLESS MOISTENER CO.
826 S. Claremont Ave. CHICAGO

"The Guarantee of Quality"

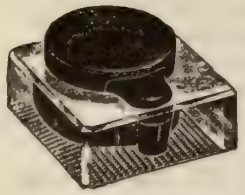
FULTON
Self-Inking
Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS OF ALL STYLES



Manufactured by

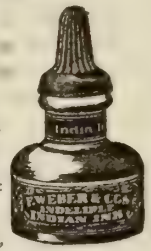
Frank A. Weeks Mfg. Co.

93 John St., NEW YORK CITY, N. Y.

Canadian Jobbers handle our lines.

WEBER ARTISTS' MATERIALS

TEMPERA COLORS
Tempera Canvases and Academy Boards
Students' Tempera Colors
Finely Prepared Artists' Oil and Water Colors
Pastels and Pastel Painting Materials
Fine Quality Brushes
Poster Show Card Colors
Air Brushes and Materials
Catalogue on Request



F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches: St. Louis, Mo.; Baltimore, Md.

Easy To Sell

Roovers Hand and Desk Press Embossers

for Embossing Names and Addresses, Seals, Monograms, Initials, etc.



World-wide reputation for excellence. Write for particulars and embossed circulars showing styles, with prices.

ROOVERS BROTHERS

NEW PAPETERIES

Buntin, Gillies & Co. have added to their "Society Stationery" a series of papeteries, containing twenty-four sheets and twenty-four envelopes of colored linen-finish paper with tinted edges. Five colors make up the range, the tinting of the edges being in corresponding shades. There is one shape only, Colonial, with the envelopes cut semi-wallet. The boxes are covered to match the contents and the title, "Society Stationery," is embossed in gold and Royal purple.

REPEAT-O-GRAPH

A phonograph specially called the Repeat-o-graph was shown at Toronto Exhibition by Arthur K. Kempton, Montreal. This article, as its name implies, is an attachment to make the repeated playing of records possible without human assistance. It can be attached to any disc phonograph, is simple in construction and on being demonstrated makes an immediate appeal.

ELECTRIC PHONOGRAPH

H. P. Bellingham, at Toronto Exhibition, demonstrated an electric phonograph, which comes in four models, in oak, mahogany and walnut, priced from $125 to $250. The feature of the instrument's equipment is the Arnold Electric Motor, for which it is claimed there is no slowing down nor speeding up, as a variation of as much as 30 volts in the electric light current does not affect the speed of the turntable. Application has been entered at Ottawa to register a trade name for this electric phonograph.

TALKING BOOKS

The tent in which the newly formed Talking Book Co., Ltd., exhibited their talking dolls, animals, birds and books was the centre of much interest and comment, especially by the kiddies. C. R. Stilwell and B. A. Trestrail, who were handling the exhibit, were very well pleased with the reception accorded the line, both by the trade and the public.

A PRINCE OF WALES SONG

"The Greatest Lad We've Ever Had" is the new Prince of Wales song just issued by Chappell & Co., and its very nature is pretty certain to make a big demand for the song right away. The words are by Gordon Johnstone, author of "Christ in Flanders," and the music by Geoffrey O'Hara, composer of "K-K-Katy."

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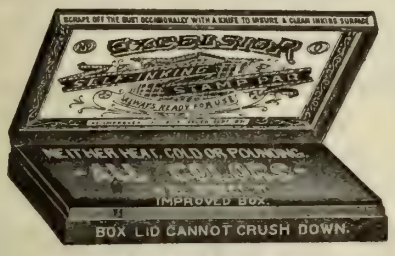
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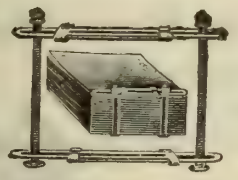


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Their photogravure souvenir momento for those who responded to the call of the empire is artistically produced in high-relief, and it is significant that in Great Britain, over 300,000 of these bas-relief souvenirs have been sold. Unique items such as these can most suitably be marketed by stationers.

LISTS RECEIVED

From the Copp, Clark Co. comes a special illustrated list, featuring John Bond's Crystal Palace marking ink and setting forth its uses and advantages. The makers' claim is that it is absolutely indelible and requires no heating. It is put up in 15 cent and 30 cent packages in attractive square boxes with new metallic marking pen and penholder, and with 30 cent size a linen stretcher is included.

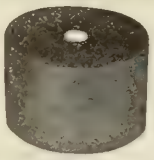
A fine new catalogue is that of the Woman's Press, of New York, describing this firm's full line of publications. The catalogue has forty pages. The Woman's Press is the publication department of the National Board of the Young Women's Christian Association of the U. S.

From the Musson Book Co. comes the 1919 list of the Frederick J. Drake & Co. publications which they have for this market. They comprise practical mechanical books, foreign language books, reference books and popular hand-books, such as joke books, dialogue books, dream books, etiquette books, letter writers, etc.

An unusual autumn list of books comes from J. M. Dent & Sons this season. It is in the form of a large folder of four pages approaching newspaper size, devoted to new fiction, books of general interest, juvenile and picture books. Features of this catalogue are the lists of novels by Conrad, Hudson, Francis Grierson and Ibanez, including his latest novel. "Mare Nostrum."

A "COOTIE" GAME

Another distinctively original toy is the "Cootie Game." The trick is to corral the cooties in a nice little wire cage, where they belong, but that isn't an easy thing to do—hence the intense interest the cootie game is creating.



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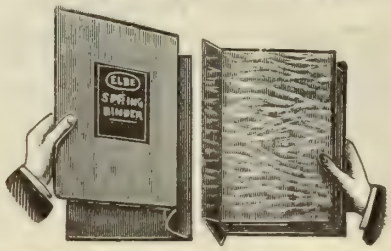
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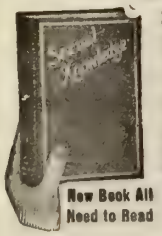
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Dr. Clark, dealing with this Municipal Loan Fund of the fifties, says of its author, Sir Francis Hincks:

> He had in some respects genuine ability and, in matters which he understood, rendered considerable useful public service, but he was an idealist and a theorist without any practical grasp of the rigorous laws and unyielding facts of finance. He was patriotic and well-meaning, but his patriotism and good intentions did not save the country from the inevitable consequences of his scheme which those able to think clearly on matters of finance perceived from the beginning. He possessed in an eminent degree that fatal fluency of persuasive speech with which so many of our politicians are endowed, and swayed the people, for whom he expressed and probably felt sincere devotion, with superficial catchwords and glittering generalities not founded on the stern realities of economic laws. The confidence he inspired only enabled him to do infinitely more mischief than would otherwise have been caused by his scheme, and did not protect the people from the losses and distress resulting from disregard of sound business principles.

There is more here than an interesting story of early days. Here is a marking on the map of Canada's history by which all interested in the country should make their reckonings, should chart their course of action.

THE FINANCIAL POST is continually presenting such articles. Consider some which appeared in the early issues of August:

Grain Growers Condemned by a Retailer.
Bolshevism and Public Morals.
Some Alberta Oil Wells Are Showing Profit.
Bright Outlook for Canadian Pulp & Paper.
Why Henders Fell Out With Grain Growers.
Sawyer-Massey on the Road to Better Times.
Sir Adam Gets in Some Fine Work at Guelph.
Dominion Loan Campaign to Start Oct. 27.
Frank A. Vanderlip Continues His Vivid Survey of War-ridden Europe.
Make Maturities of Loans as Short as Possible.
Tariff Action by Liberals Step in Dark.
Canners' Head Gives Answer to Prof. Jackson.
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Picture of Prince to be used on Victory Loan Poster

AT a meeting of the Victory Loan Committee, held here this afternoon to decide upon a poster for the forthcoming campaign, unanimous choice was made of "The Picture that pleased the Prince." The Picture will appear life size on the poster and it is planned to distribute the poster throughout the Dominion. This striking photograph, showing the Prince in characteristic attitude as he responded to the great welcome here, was taken by Messrs. Pringle and Booth.

A copy of the photograph has been forwarded Her Majesty the Queen.

The Prince requested several copies for his own personal use.

(EXTRACT FROM THE PRINCE'S LETTER)

Government House,
Ottawa,
August 29th, 1919.

The Private Secretary to the Prince of Wales presents his compliments and is desired by His Royal Highness to ask if you would be good enough to let him have six copies of the excellent large photograph of His Royal Highness which appeared on the

The Victory Loan Committee are using this famous photograph throughout the Dominion as an immense art poster.

ON THESE

Genuine Photographs

of the Best Picture that has Been Made of His Royal Highness on his Visit here.

"The Picture that Pleased the Prince"

AN HISTORIC MASTERPIECE OF PHOTOGRAPHIC ART

Caught in the moment of his greatest charm. The country is going wild over this photograph just as it is going wild over the Prince himself. **Not** a mere mechanical reproduction, but a **genuine photograph** made direct from the **original negative** and mounted **exactly as supplied His Royal Highness** and **Her Majesty the Queen.**

FREE with IMMEDIATE ORDER: Two artistic display cards for window and counter and copies of an attractive folder for mailing with YOUR NAME AND ADDRESS printed in.

Write or Wire Us at Once.

PRINGLE & BOOTH

Photographers

181 GEORGE ST., TORONTO

Big Things for November

YOU'LL find them in MACLEAN'S—page after page of reading material that will grip the attention of hard-to-please readers throughout Canada. You who know authors and their works just examine this list of contents for November MACLEAN'S—then you'll realize it's big selling value.

Order a liberal supply. Tell your customers about these articles in November MACLEAN'S. There are at least seven outstanding features:

"We Must Start Afresh"

By Ralph Connor

An article on the need for Canadians to acquire a new viewpoint on things political, social and religious as a result of the war. The first of a series of three articles by this great Canadian author.

"MY MEMORIES AND MISERIES AS A SCHOOLMASTER"
By Stephen Leacock

A very readable and humorous sketch of a reminiscent nature by Canada's greatest humorist.

"TWO MEN—AND AN IDEA THAT GREW AND GREW AND GREW."
By Charles Christopher Jenkins

An article on two mysterious Western millionaires who own and operate twenty-four business corporations, but about whom practically nothing has been known—J. L. Davidson and John R. Smith. It tells how they built up their remarkable chain of industries.

"A WOMAN ON THE BENCH"
By Mrs. Arthur Murphy (Janey Canuck)

An article on Mrs. Murphy's experiences since she made the experiment of accepting the post of magistrate in the Woman's Court at Edmonton—the first woman in Canada to sit on the bench. It is a forceful, and, in places, a humorous article.

"WHY I REMAIN A CANADIAN"
By Basil King

A short article by this great Canadian author, whose new novel, "The Thread of Flame," starts in December MacLean's. He tells why he remains true to Canadian ideals, despite the necessity of residing and working abroad, and something of his conception of the destiny of this country.

"ARMING FOR THE FRAY"
By J. K. Munro

The usual monthly review of Dominion politics by this shrewd satirist.

"WOMAN'S ACTIVE PART"
By Gertrude Arnold

An extremely readable article on the life in hospitals in the war area by a Canadian nursing sister. It gives information along certain new lines, such as the methods followed to trace missing men through the various hospitals.

FIVE ENTERTAINING STORIES

"MEN AND MONEY"
By Nellie L. McClung.
Illustrated by E. J. Dinsmore.

A story with a mission, one that will be discussed, we believe, very generally throughout the country.

"THE TEST"
By Harry Douglas.
Illustrated by Arthur Heming.

A live story laid on the great Western Prairies.

"THE RAINBOW DEATH"
By Madge Macbeth.
Illustrated by D. G. Summers.

A mystery of intense interest.

"SPANISH DOUBLOONS"
By Camilla Kenyon.
Illustrated by Louis Rogers.

The second instalment of this bright and exciting serial story based on a treasure hunt in the Spanish Main in the present.

"HIS MAJESTY'S WELL-BELOVED"
By Baroness Orczy.
Illustrated by C. F. Peters.

The fifth instalment of this richly entertaining historical novel.

Then there will be the regular departments that are of great interest to Canadians.

Make your reservation NOW—and make sure of a generous supply.

DISPLAY THE MAGAZINE PROMINENTLY.

Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

If your wholesaler cannot supply you, write direct to Circulation Manager, C. W. Buchanan, 143 University Avenue, Toronto.

Why Worry about the Exchange Rate? Give Your Customers

CANADIAN WRITING PAPER



Not only is Rolland Parchment made in Canada, but it is the highest grade paper for discriminating users.

Put up in ¼ ream boxes with envelopes to match and in papeteries.

Several styles of boxes—attractive embossed tops.

Let us send you samples

THE ROLLAND PAPER CO., LIMITED

Makers of High Grade Papers

MONTREAL

Mills at St. Jerome, P.Q., and Mont Rolland, P.Q.

SOMETHING FOR YOU TO THINK ABOUT

Is Your Stock Canadian?

There are several reasons why the blank books and loose leaf goods you sell should be of Canadian manufacture. We will mention just two of them here.

FIRST—The present international situation affecting the balance of trade and the rate of exchange not only makes it practically imperative for Canadian merchants to buy everything possible from Canadian manufacturers, but this very condition makes the purchase of Canadian products **more profitable.**

SECOND—Your blank books and your loose leaf goods should be of Canadian manufacture because you can get no superior in any other country in the world to THE DAWSON LINE OF BLANK BOOKS. We are the most extensive manufacturers in this line in Canada.

LEDGERS, JOURNALS, DAY BOOKS, CASH BOOKS, MINUTE BOOKS, TIME BOOKS, COLUMNAR BOOKS, BILLS RECEIVABLE AND PAYABLE BOOKS, SCRAP BOOKS. ALL KINDS OF ACCOUNTING BOOKS—LARGE AND SMALL. IN FACT, ANYTHING AND EVERYTHING IN BLANK BOOKS IN SEVERAL STYLES OF BINDING.

Canada's Premier Loose Leaf Line

W. V. Dawson LIMITED

MONTREAL AND TORONTO

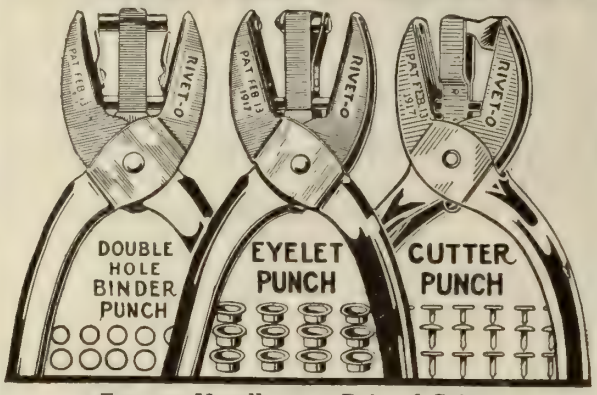
MADE IN CANADA BY CANADIANS FOR CANADIANS

RIVET-O

Trade Mark Reg.

HANDY OFFICE PUNCH

For Punching Holes and Fastening Papers



Easy to Handle as a Pair of Scissors

Double Hole Binder Punch is only one made punching two standard (3-16 in. and ¼ in,) holes for loose leaf binder sheets.

Eyelet Punch punches and fastens heavy or light thicknesses of paper with neat, maroon, easy-squeeze eyelets; permanent fastening, or instantly removable with same punch.

Cutter Punch pierces heavy thicknesses of paper for Prong Fasteners. Deep throats, long handles, easy leverage. Retail for $2 each in factory-sealed packages. Supply of fasteners goes with Eyelet and Cutter Punches.

Dealers! Write for Big Offer.

RIVET-O MFG. CO. - Dept. B - ORANGE, MASS.

Stationery Specialties Developed and Marketed

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

The Pen with the Magic Button



THE SUPERIORITY OF

THE "A.A." FOUNDATION PEN

so universally conceded, has created such a tremendous demand that, notwithstanding our increased production facilities, orders can now be accepted only for future deliveries.

Prices, export discounts and information on special assortments upon request.

MODERN PEN COMPANY

170 BROADWAY

NEW YORK CITY, U.S.A.



I want every bookseller and stationer in Canada selling phonograph needles to write me for free samples and prices of my semi-permanent Stylus.

Big demand—quick profit.

H. A. BEMISTER

10 VICTORIA ST., MONTREAL, QUE.



A Big Deal— eight "trumps" to boost your game!

THESE eight big publications are carrying the message of card playing—of Bicycle and Congress Playing Cards—to over five million paid subscribers—which means over twenty million readers. They are telling your customers—and others in your community—about the amusement and recreation to be secured from playing cards. They are building business for you—IF YOU WANT IT!

Advertisement No. 1

Here is the first advertisement of the coming series. It announces the new rule book—a fitting start for such a strong selling campaign. The remaining advertisements will be devoted entirely to the fine points of games. They will create interest on the part of casual players—and influence non-players to take up playing.

This is to be the strongest advertising campaign ever put out for Bicycle and Congress Playing Cards—and that means for any cards! Here is real cooperation for you—cooperation which means big profits on what you might usually consider a small item of your stock.

Write us for further particulars regarding prices, advertising helps, etc., etc.

The U. S. Playing Card Co.

Dept. 4 **Cincinnati, Ohio**



This advertisement almost twice the above size appears in all the magazines shown.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 150 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 145 W. 45th STREET

CARTER INX PRODUCTS

TYPEWRITER RIBBONS CARBON PAPERS

THESE two lines offer the stationer a splendid opportunity, if he can be absolutely certain that the merchandise is of the highest quality, and if he can count upon the widest co-operation and protection from the manufacturer.

The Carter Guarantee covers every Carter Ribbon and every sheet of Carter Carbon Paper. It protects both the stationer and the consumer. The Carter Co-operative Policy offers many advantages. We shall be glad to furnish full details.

ASK YOUR STATIONER

"Ace Brand"

WRITE US FOR PRICES

"Ace Brand" Dice are made of the finest ivoryloid material. The quality is of real excellence and in every respect the workmanship is fully guaranteed. Made with round or square corners, in transparent or solid white ivoryloid material. Prices, colors, and other details sent on request.

Exclusive Agents for Canada

The B.B.B. Company (Canada) Limited

Montreal Toronto Winnipeg
Regina Calgary Vancouver

DICE

GLAZED LINEN Die Wiping Paper

A New Development — **In Die-Wiping Paper**

Perfected after fifteen years' experience in the manufacture of paper for this particular purpose

Combining Every Requisite

1st Greatest tensile strength. Will not break while running the tackiest of gloss inks.
2nd Its smooth surface enables it to work on picture and hair-line work of the finest quality, as well as general script and block lettering.
3rd Being made of a specially prepared pulp, it has a soft texture that positively will not wear the dies.
4th Rolls are hard wound and absolutely free from lint.

SEND TRIAL ORDER. Unprecedented Satisfaction Guaranteed or Returnable at Our Expense.

Paper Manufacturers Co., Inc.

PHILADELPHIA·PENNA.

526-528 CHERRY STREET — FACTORY & R.R. SIDING 13TH & NOBLE STS.

Eversharp Writes Profits for Canadian Dealers

Eversharp dealers, just like their allies across the line, are scoring heavily on the prosperity side of the ledger. Eversharp is writing Profits for them fast and sure.

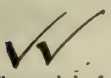
And the striking one-page Eversharp advertisements which are appearing in the leading American magazines month after month are bound to keep the big demand for Eversharp steadily increasing. Prospective and actual purchasers of Eversharp are everywhere—in offices, stores, colleges and schools clear across the land—This means sales and profits for you.



EVERSHARP

ALWAYS SHARP—NEVER SHARPENED

Right-Hand Mate to the famous Tempoint Pen



The symbol of perfect writing—the mark of Eversharp Pencil and Tempoint Pen.



Eversharpleads made for Eversharp Pencils, have a firmness, fineness and smoothness all their own. They are big repeaters.

Every Eversharp carries 18 inches of lead with a perfect point for every word—not one bit of the lead is wasted. And thirty-five cents replenishes the supply—enough for another quarter million words—sharp, economical writing, always. Filled in a jiffy.

Has an out-of-sight eraser and a built-in pocket clip. Made with jeweler precision throughout for pocket, chain or lady's handbag. When you have tried Eversharp yourself we know that you will agree that Eversharp will write its way into the hearts and hands of your customers.

Made and Guaranteed by

THE WAHL COMPANY

1800 Roscoe Street Chicago, Illinois

Send today for catalog and interesting literature to Canadian representatives

The Rowland & Campbell Co., Ltd.
Winnipeg, Manitoba

The Consolidated Optical Co.
Toronto, Ontario Montreal, Quebec

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic

Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



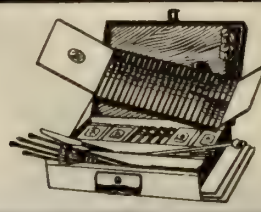
RELIANCE INK

"THE INK YOU CAN RELY ON"

Reliance Ink Co., Ltd.

WINNIPEG, MAN.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL



If You're Wise

You'll learn how to make MORE MONEY handling TOYS.

PLAYTHINGS

TELLS YOU HOW.

Subscription—$2.00 per year. (Foreign $3.00)

Send your subscription NOW and get the "BIG 3"—also the Toy Directory

Playthings 118 E. 28th Street NEW YORK

THE·INK·FOR·ALL·PEOPLES

·SHIP ANYWHERE·ANYTIME· ANY QUANTITY BY MAIL·
ROYAL INK POWDER
·SIMPLY ADD WATER· ·NON-CORROSIVE·NON-FADING

4-OZ. ROYAL INK.
Best for Fountain Pens.
RETAILS at 10c.
Sample and Trade Discount
SENT UPON APPLICATION.

ROYAL INK COMPANY
11 COLBORNE ST. TORONTO. CANADA

WHO SELLS THE LINE YOU ARE LOOKING FOR?

VERY LIKELY YOU CAN FIND OUT BY LOOKING UP THE BUYERS' MARKET GUIDE IN THIS ISSUE.



Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Books, Stationery, Office Supplies and Sundries. Set will give 10 Years Good Service to those who trade, putting window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set. Besides hundreds of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 20 Set has 89 Interchangeable Younits For Large Store Windows, **$38.50**
No. 20½ Set has 50 Interchangeable Younits For Small Store Windows, **$23.10**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Önken Co. 2650 Fourth Street **Cincinnati, Ohio, U. S. A.**
Fixtures Set Up Without the Aid of a Tool.

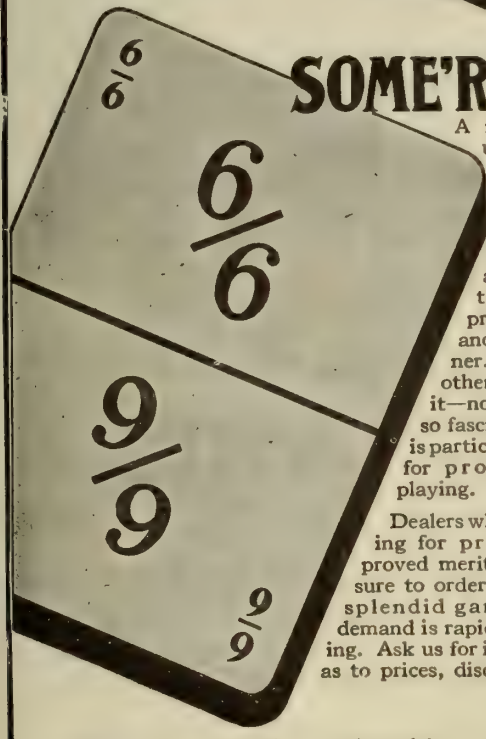
Big Sales!

HERE are two splendid card games that have proved their saleability. They are going splendidly wherever offered, and are today enjoying a most unusual popularity. You can add very handsomely to your profits by selling them.



BUNCO

Folks are talking Bunco —playing Bunco — enjoying Bunco. They are urging their friends to try it. One of the best card games for social play. Children like it and soon learn how to play it. Yet there is enough science to fascinate the adult mind. It is a proved success, and you are assured of good results when you stock it.



SOME'R'SET

A most unusual game. Only 28 cards, yet the possibilities in playing are so great that it is proving to be another winner. There is no other game like it—none other is so fascinating. It is particularly good for progressive playing.

Dealers who are looking for products of proved merit should be sure to order these two splendid games. The demand is rapidly increasing. Ask us for information as to prices, discounts, etc.

These games can be purchased from leading jobbers everywhere, including

A. C. McClurg & Co. — G. Sommers & Co.
Butler Brothers — American News Co.
Blackwell-Wielandy Book & Stat'ery Co.

STANDARD PLAYING CARD CO.
CHICAGO

Announcing a Change

in name of the

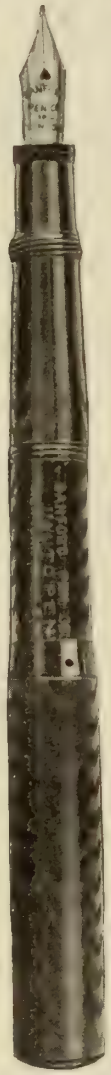
Sanford & Bennett Co.

manufacturers of fine fountain and stylographic pens.

The interests of the late Mr. Frederick D. Bennett have been acquired by substantial business men of this country and Canada—a new organization has been perfected and the name changed

to

The Sanford Pen Co., Inc.



Autopen
Safety Self
Filling

The new corporation assumes liabilities of the former concern.

The same high quality of the products will be maintained and additional capital and increased force of operatives will result in distinct advantages for the company's many customers. No changes will be made in the names or sizes of the fountain and stylographic pens.

The Quality Remains The Same

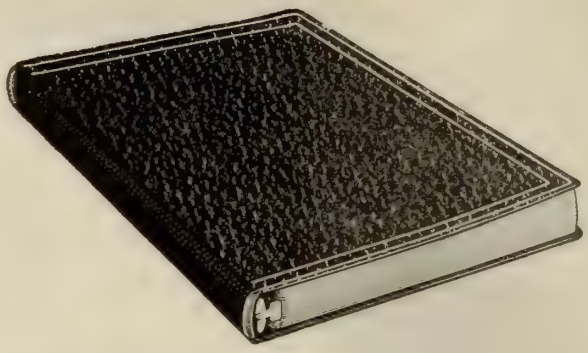
Every effort will be made by the new company, of which Mr. William W. Sanford is president, to maintain the same pleasant relations with the trade that were so long enjoyed by the predecessor.

The Sanford & Bennett Co., desires to express its sincerest appreciation of the many favors so generously extended by its many customers and bespeaks for the new company a continuance of your patronage.

The Sanford Pen Co., Inc.
51-53 Maiden Lane
New York City

Selling Agents for the United States and Canada
HAROLD F. RITCHIE & Co., Inc., New York and Toronto

LUCKETT'S
STERLING
— LINE —



SOLID LEATHER

These Solid Leather Books are made from one piece of genuine leather.

No Boards---No Lining---No Glue

They are perfectly flexible—can be rolled without damage.

The Leather is cut from the hide by means of Dies; the edges are smoothed and burnished. This process means a uniform product.

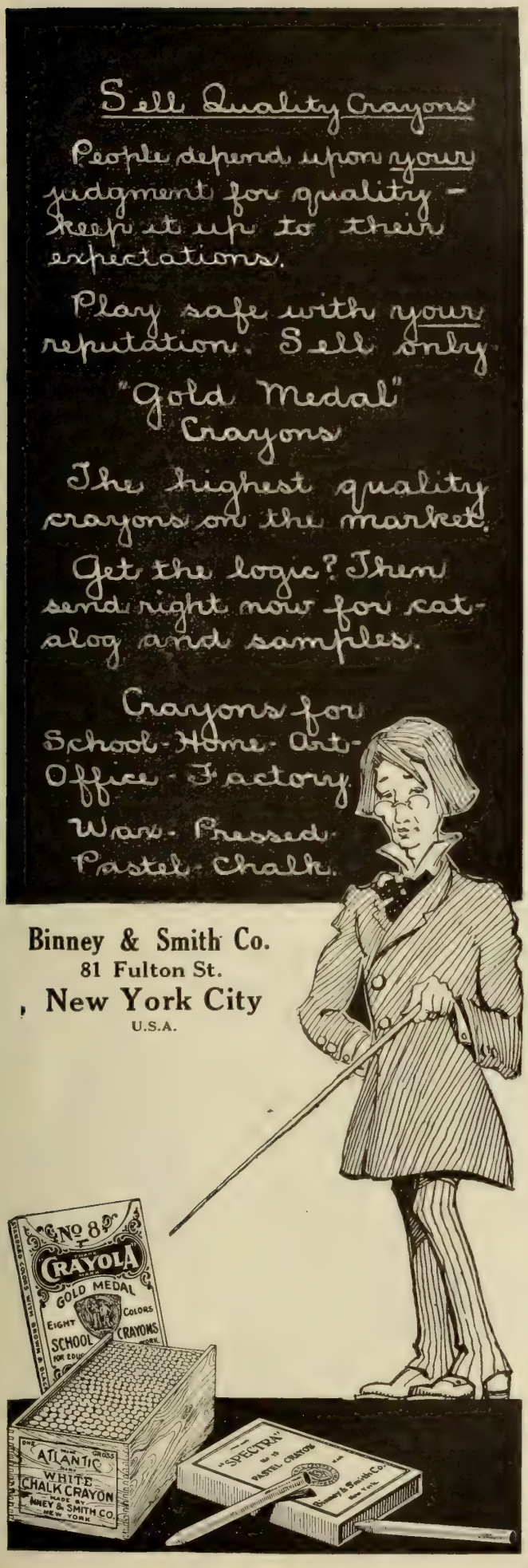
For many purposes the Solid Leather Books are superior to the regular construction as they will stand hard outdoor usage and dampness without material damage, and the cost is less.

ALL STANDARD SIZES

in 5-16 in. Memo Books and 5/8 in. and 1 in. Ring Books.

LUCKETT LOOSE LEAF, LIMITED

539-543 King Street West Toronto



COUTTS
GREETING CARDS
MADE IN CANADA

When You Think of Cards Think of Coutts

Why??

Because the Coutts Line is *made in Canada* and compares very favorably with anything that can be produced in other countries.

Because the Coutts Line offers better values than can possibly be imported.

Because we give you very prompt service.

Because you have no duty or exchange to pay when you purchase *Coutts Cards.*

William E. Coutts

145 Adelaide St., West
TORONTO

Member of the Greeting Card Assocation

Paper Fasteners and Punches

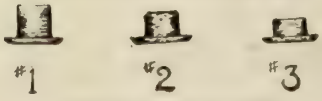
We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

AJAX EYELETS—Actual Sizes



#1 #2 #3

Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool

For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.



Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool—packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelet, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

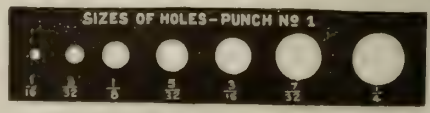
No. 1 Samson Hand Punch

Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.



Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅝ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

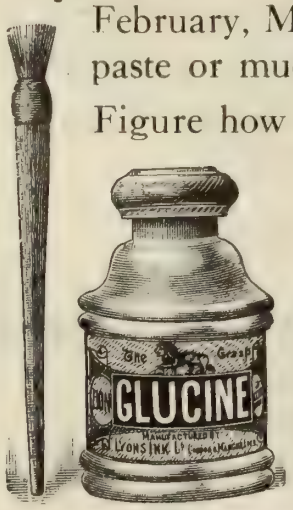
Canadian Representatives: Menzies & Co., Ltd., 439 King Street West, Toronto, Canada

GLUCINE ARRIVES

We now have a good stock of Glucine in Toronto and we respectfully urge our customers to order their stock for the winter months without any further delay.

You will have to provide for October, November, December, January, February, March and April, as neither liquid nor any other kind of paste or mucilage can be shipped during severe weather.

Figure how many bottles you can sell in the seven months and kindly let us have your order *NOW*.



3 oz. size retails	15 cents
5 oz. size, with cap and brush retails	30 cents
10 oz. size, with cap and brush, retails	50 cents
(30 oz.) quarts for refilling retail	$1.00

Order in one gross lots and get the manufacturer's price.

Glucine is guaranteed not to go bad and to be always ready for use.

CANADIAN AGENTS:

MENZIES & CO., LIMITED

439 King St. West - - - TORONTO

HIGGINS' INKS AND ADHESIVES















THE HIGGINS' INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect.



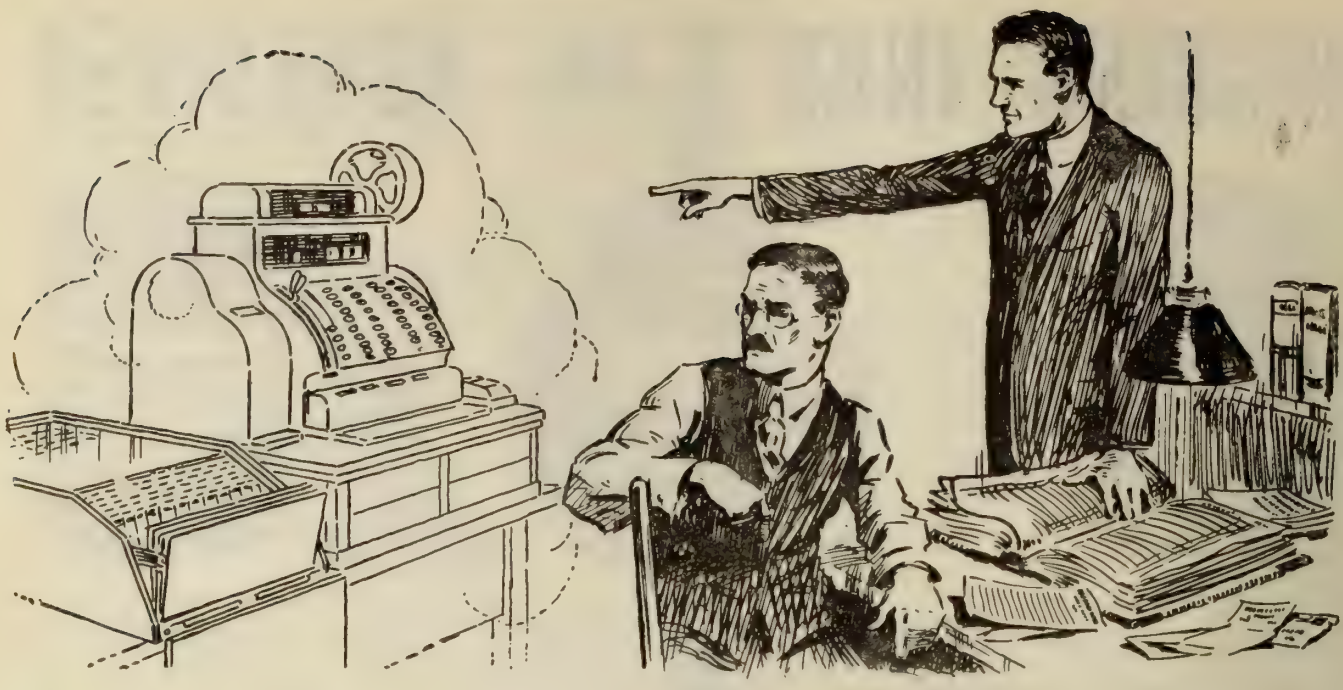
Write for Prices and Discounts

CHAS. M. HIGGINS & CO.,

Originators and Manufacturers of **Inks and Adhesives**

NEW YORK CHICAGO LONDON

MAIN OFFICE: 271 Ninth Street
FACTORY: 240-244 Eighth Street } **BROOKLYN, N.Y., U.S.A.**



Up-to-date labor-saving machinery will take the drudgery out of keeping store records

A man should never do the work which a machine can do quicker, better, cheaper and easier.

Let a National Cash Register and Credit File do your work—

Put these two labor-saving devices in your store. They will help you to do business in business hours.

Your time and money are the very lifeblood of your business—

Protect them with a National Cash Register and N. C. R. Credit File. There is no need of risking business failure when safety is so easy and certain.

Labor-saving machinery offers you a great opportunity

Thousands of your fellow merchants in Canada can tell you that a National Cash Register and N. C. R. Credit File put them on the road to greater profit and less work. You have the same opportunity!

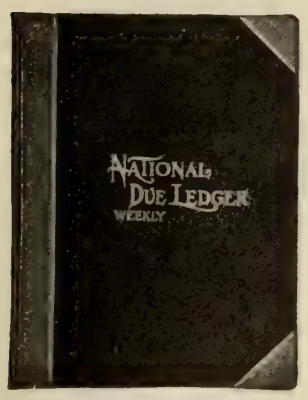
The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

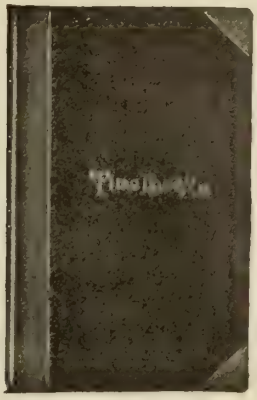
Calgary	714 Second Street W.	Quebec	133 St. Paul Street
Edmonton	5 McLeod Bldg.	Regina	1820 Cornwall Street
Halifax	63 Granville St.	Saskatoon	265 Third Avenue S.
Hamilton	14 Main Street East	St. John	50 St. Germain Street
London	350 Dundas Street	Toronto	40 Adelaide Street
Montreal	122 St. Catherine Street W.	Vancouver	524 Pender St. W.
Ottawa	306 Bank St.	Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

THE EAGLE TRADEMARK IDENTIFIES "NATIONALS"



DUE LEDGER



TIME BOOK



TRIAL BALANCE

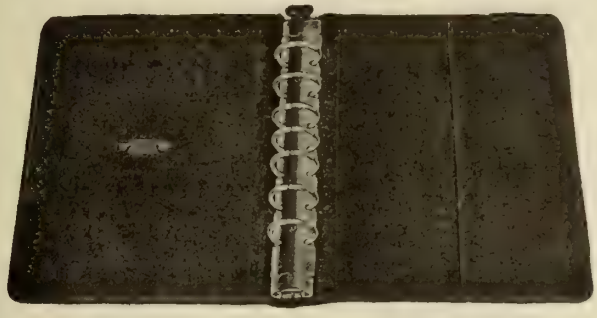


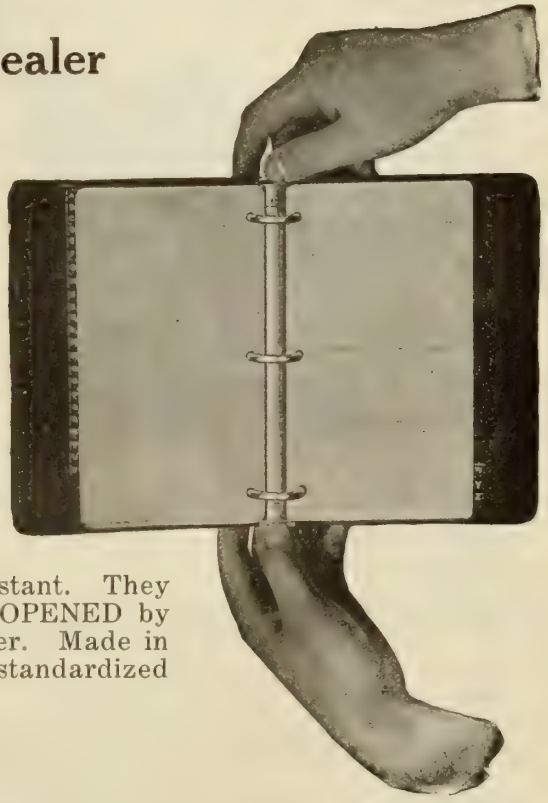
CASH BOOK

Stock the four "records" illustrated on this page and you will be sure of quick and profitable sales. They are absolutely indispensable in every modern office. Always find a place for this quartet on your stationery sales program.

NATIONAL BLANK BOOK COMPANY
HOLYOKE, MASSACHUSETTS

We Trade Only with the Dealer





LOOSE LEAF **PRICE BOOKS**

Loose Leaf Price Books are the busy man's assistant. They conveniently file all miscellaneous information. OPENED by end levers and CLOSED by pressing rings together. Made in two styles, with from 2 to 7 rings, and with standardized sheet sizes and punchings.

Let us quote you on future orders.

Dominion Blank Book Company
Limited

BERTHIERVILLE, P.Q.

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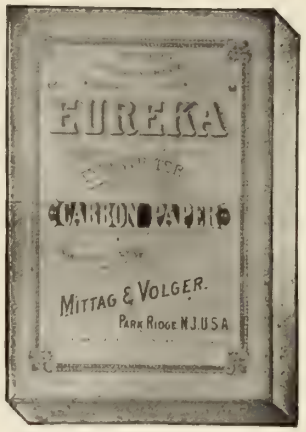
"M.&V." TYPEWRITER RIBBONS and CARBONS

are permanent, reliable and economical

Their quality meets the requirements of those who seek Typewriter Supplies of a better standard.

Every "M. & V." sale pulls a good profit and makes a satisfied customer.

Being an "M. & V." dealer will pay you. Get a trial stock and see.



Mittag and Volger, Inc.

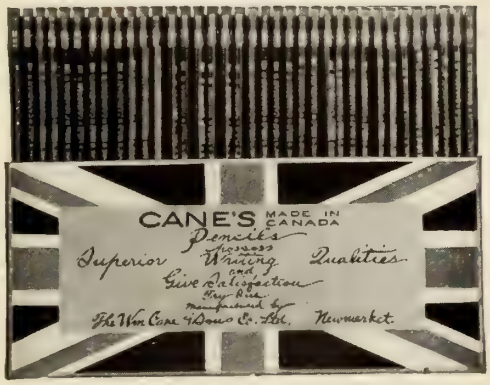
Principal Office and Factory: Park Ridge, N.J., U.S.A.

Agencies all over the World

Pencils that every customer will notice

Favorable notice is essential to the development of rapid money-making sales.

By showing Cane's Canadian-made pencils in the manner here illustrated, your customers' attention is quickly secured and the pencils sell of their own accord.



Everybody uses a pencil. And there's a good pencil to suit every requirement in one of these Cane Counter Displays.

All reliable jobbers carry Cane's Pencils.

The Wm. Cane & Sons Company, Ltd.

NEWMARKET, CANADA

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



The Prince's Train Equipped with Parker Pens

The Royal train, on which the Prince of Wales is crossing Canada, is the last word in equipment. Nothing but the finest is supplied. In considering the item of fountain pens for the library, the Parker "Lucky Curve" Pen was decided upon, and twelve of the standard pattern were purchased.

The pen that is good enough for the Prince of Wales is also the choice of thousands of Canadians.

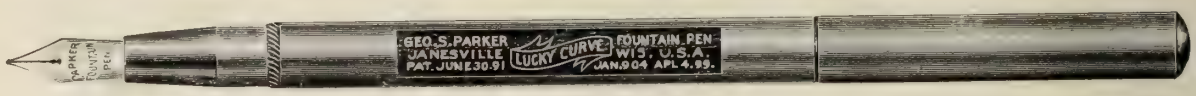
Help swell the army of satisfied "Parker" owners by a little effort right now.

We will send you window cards showing the Royal train and the Prince.

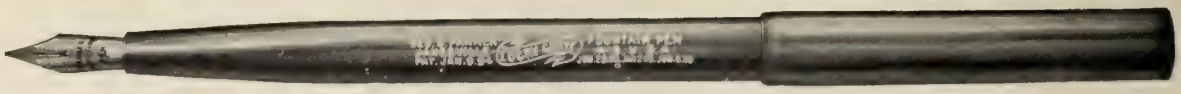
A FEW POPULAR STYLES



No. 20—Jack-Knife Safety-Sealed Self-Filler. Black rubber, plain or chased, short or long lengths. Washer clip 25c extra. Price, $3.00.



No. 1—Plain barrel, fully warranted. The lowest-priced Parker Pen made. Price, $1.75.



No. 18—Black rubber, plain or chased, slip over cap, not self-filler. Price, $2.50.



No. 42½—Neat, simple and elegant. Two gold bands, with space for engraving. Price, $5.25.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

HOLIDAY GIFT ANNOUNCEMENT NUMBER

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-four years the recognized authority for those interests.

VOL. XXXV. PUBLICATION OFFICE: TORONTO, NOVEMBER, 1919 No. 11

"SWAN" FOUNTAIN PENS



"The Pen with the smoothest Gold Nib"

The Swan Pen is made in all styles, Standard, Safety and Self-filling and in a complete range of sizes and points to suit every hand. Fine, medium, broad, stub, turned up, oblique and special points for Manifolding, Bookkeeping and stenography.

Its increasing popularity is the result of its efficiency as a writing instrument, the smoothness of the Gold Pen points, and the instant response on touching the paper are a source of satisfaction to user while the excellence of manufacture and high finish add to its beauty and gracefulness.

Used and known all over the world.

MABIE, TODD & COMPANY

MANUFACTURERS

London Paris Toronto New York Chicago

BOOKSELLER AND STATIONER, November 5, 1919. Volume XXXV. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.



"O.K." PRODUCTS GIVE SATISFACTION

When a business man once puts "O.K." Products in his office he is satisfied with them because they are all "time savers." When he wants more he expects you to have them for him. Are you prepared? Have you a sufficient stock of our products on hand NOW?

We are big advertisers and always with request to "buy from YOU." We are drumming up trade for YOU and all we ask is that you keep up your stock and be able to handle the orders when received.

"O.K." products are all we say they are — and more. We have put our money, our brains and energy into making the best office time savers ever devised, and we are advertising and telling the people about them.

Check them up NOW:

....Washburne's "O.K." Paper Fasteners - 3 Sizes - Brass and Nickel Finish.
....Sanitary "O.K." Erasers, Typewriter - Ink - Pencil.
....Ries' "O.K." Letter Opener, Hand and Electric; 3 Sizes - 3 Models.

These three Graces will knock out three disgraces; pins, dirty erasers and knives which mutilate your mail.

Write for illustrated and descriptive literature with prices.

MADE BY
THE O.K. MANUFACTURING CO.
SYRACUSE, N.Y., U.S.A.



Attractive Designs

This is just one of the features which help to make your sales easy when you handle

GOODALL PLAYING CARDS

The varied assortment of designs, the smooth, clean-cut boards and the hardy wearing quality are other features which will appeal to your customers. The good margin of profit will appeal to you.







GOOD ALL TRADE MARK

Representative

AUBREY O. HURST, 32 Front St. W., TORONTO

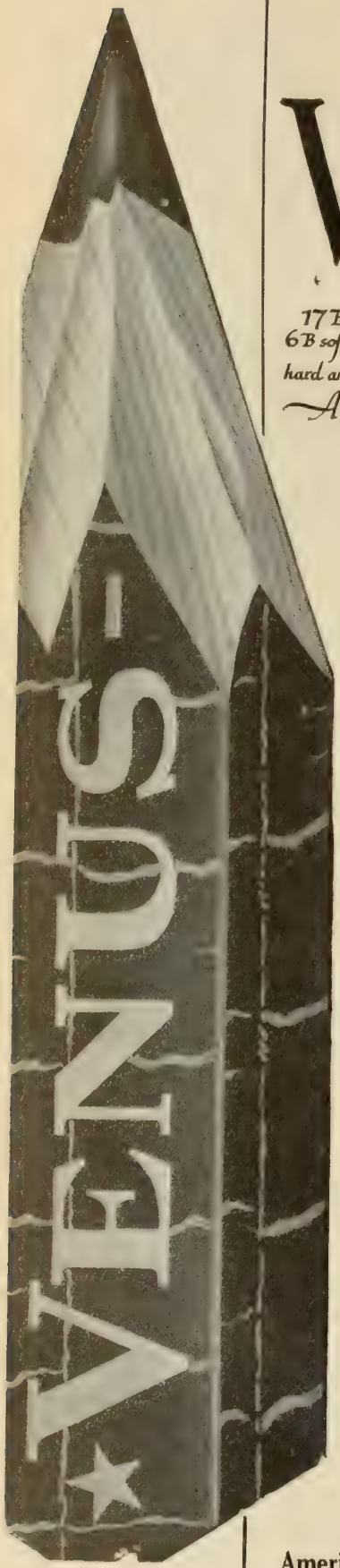
STENOGRAPHERS' NOTE BOOKS

BEST VALUE



ASK US ABOUT LINE 125

W. V. Dawson, Limited.
MONTREAL



The largest selling quality pencil in the world

VENUS PENCILS

17 Black Degrees
6B softest to 9H hardest
and
hard and medium Copying
All perfect

We respectfully suggest that you go carefully over your VENUS line and send an order in at once for your coming needs.

The demand for VENUS Pencils is increasing every day. Our leading dealers in every part of the country are increasing their usual order correspondingly.

Be prepared for an unusually large demand, which present conditions indicate will be made on you.

Take stock TODAY; make up and send in your order. Then you will be sure to have plenty of the goods on hand.



American Lead Pencil Co.
220 Fifth Avenue, New York.
and Clapton, London, Eng.

2 fast selling Card Games!

Hereare two big selling card games—both are fascinating—both are sure to appeal to your customers. BUNCO is one of these games that have proved a surprising success. It sells easily—and it never fails to delight. It is one of the most popular features that ever has been offered.



BUNCO

Excellent for progressive playing; children love it; just the thing for social gatherings. It is particularly popular in the country where cards are not played so intensely. You will find this game a business builder—this season!

Remember BUNCO
Get it in stock right away.
This will be a big season

A Great Country Game!



Some'r'set is another game that is scientific, yet easily learned, and good for progressive playing. It, too, is ideal for playing where cards are used as a means of entertaining. It is particularly successful in country selling, like BUNCO and has made a host of warm friends. It already is a success, too. And it will add handsomely to your profits.

SOME'R'SET

Where this game has been on sale it has enjoyed a steady sale. It makes good, and every customer is sure to send his friends to you. They are business builders.

These two excellent games will mean profitable business for you.

They can be purchased from leading jobbers everywhere, including

A. C. McClurg & Co.
Blackwell-Wielandy Book & Stationery Co.
G. Sommers & Co. Butler Brothers
American News Co.

STANDARD PLAYING CARD CO., Chicago

This is the Mark of Real Canadian Writing Paper

ROLLAND PARCHMENT

A high grade paper in quarter ream boxes with envelopes to match. Also in papeteries boxes with attractive embossed tops. The quality of Rolland Parchment is second to none and being made in Canada can be sold more reasonably than imported lines.

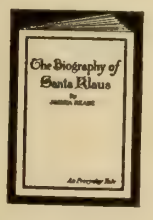
The
Rolland Paper Co., Ltd.
MONTREAL

Mills at St. Jerome, P. Q., and Mont Rolland, P. Q.



"Mystero" Show Outfit That Sells Like Magic

Eight mystifying tricks. Each made of solid durable material. The book of instructions tells how to entertain an audience large or small. It's an ideal gift and always a leader among Christmas sellers.



Every child will want one

The Biography of Santa Claus will tell every boy and girl about that strange person whom their parents surround with so much mystery. Think how the child will want this book. It will pay you well to display this highly-interesting, illustrated story-book. Try it.

Unique Game & Toy Service
1328 Broadway **New York**

DIXON

THAT article of your stock—known as **THE STANDARD** by reputation for quality, extent of sale and enterprise of advertising—is the one in its line to which your sales force may point with confidence to your customers.

For example:

DIXON'S ELDORADO
"the master drawing pencil"

Seeing **Eldorado** on your shelves, **Eldorado** in your window, **Eldorado** on your show case, your customer links your service as stationer up with what he knows to be the finest achievement in pencil making.

Keep your **Eldorado** stock up to the mark.

A. R. MacDougall & Co.
Representative for Canada and Newfoundland
468 King St. West **Toronto**

DIXON

FLAGS!



Set aside a part of your store for an All-the-Year-round Flag Display

Let your customers see that you are ready at all times to supply their flag requirements.

You can supply them satisfactorily with a stock of the Flags we offer. All sizes—2x3, 4x6, 6x8, 8x12, 9x14, 12x16, 14x18, 17x24, 18x30, 22x36.

Cotton Flags All on Sticks

THE FLAG HOUSE OF CANADA

E. H. HARCOURT CO., Ltd. 255 WELLINGTON STREET W. TORONTO, CANADA

B & P Standard Columnar Ruled Pads For Accountants and Bookkeepers



The wide variety of uses for columnar ruled pads places them foremost in the stationery field as one of the biggest, most saleable and profitable items handled by the stationer.

Accountants and bookkeepers are large users of these pads, which are extremely useful in making statistical and analytical reports of all kinds.

There are thousands of other uses for ruled pads, and they are used in one form or another in every office, counting-room or shop.

Made in two grades: "Manhattan Ledger" paper, white and "Canary Bond" paper, yellow.

Rulings: 4, 7, 11, 14, 18, 21 and 25 columns in both grades.
For detailed description see page No. 137, catalogue No. 45. For prices see price list No. 7, dated Nov. 1, 1918.

B&P Standard
TRADE MARK REGISTERED

Boorum & Pease Company

Makers of "Standard" Blank Books and Loose Leaf Devices.

Home Offices: **Front St. and Hudson Ave., Brooklyn, New York**
Factories: **Brooklyn, N.Y.; St. Louis, Mo.**

SALESROOMS:

109-111 Leonard St., New York
Old South Bldg., Boston, Mass.
Republic Bldg., Chicago, Ill
4000 Laclede Ave., St. Louis, Mo.

MODERN BUSINESS ESSENTIALS

EFFICIENT and ECONOMICAL

TRADE MARK
De luxe line
LOOSE LEAF DEVICES SUPPLIES
USED THRUOUT THE WORLD

Wilson-Jones Loose Leaf Company

Largest Manufacturers of Loose Leaf Products in the World

Chicago - - - New York

Paper Fasteners and Punches

We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

AJAX EYELETS—Actual Sizes



#1 #2 #3

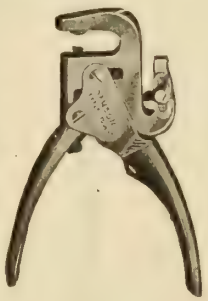
Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool

For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.



Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool—packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelet, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

No. 1 Samson Hand Punch

Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.



Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅜ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

Canadian Representatives: Menzies & Co., Ltd., 439 King Street West, Toronto, Canada

Our November Message to the Five Million!

HERE is the second of the big series devoted entirely to the *playing* of card games—an advertisement that will create greater interest in cards—in BICYCLE and CONGRESS Cards.

This advertisement—appearing in eight national publications—is being read by hundreds of people in your community. It is building business for you—among the people you like to have in your store.

With the greatest advertising campaign in the history of playing cards back of Bicycle and Congress Cards, you surely must realize that here is a splendid opportunity to add to your business.

If you do not have these cards in your store, stock them now. Card playing will be in full swing this month—and you will make a surprisingly large number of sales.

If you already have Bicycle and Congress Playing Cards in your store, then you should have them displayed where the prospective buyers created by this excellent national advertising will see them.

Already there are signs of the biggest business season we ever have had. Why not get your share?

Particulars regarding prices, advertising helps, etc., sent on request.

The U. S. Playing Card Company

Dept 4 **Windsor, Ont.**



Reduced reproduction of advertisement appearing in November issue of eight leading national publications.

Stock Gold Medal "Crayola" Holiday Boxes

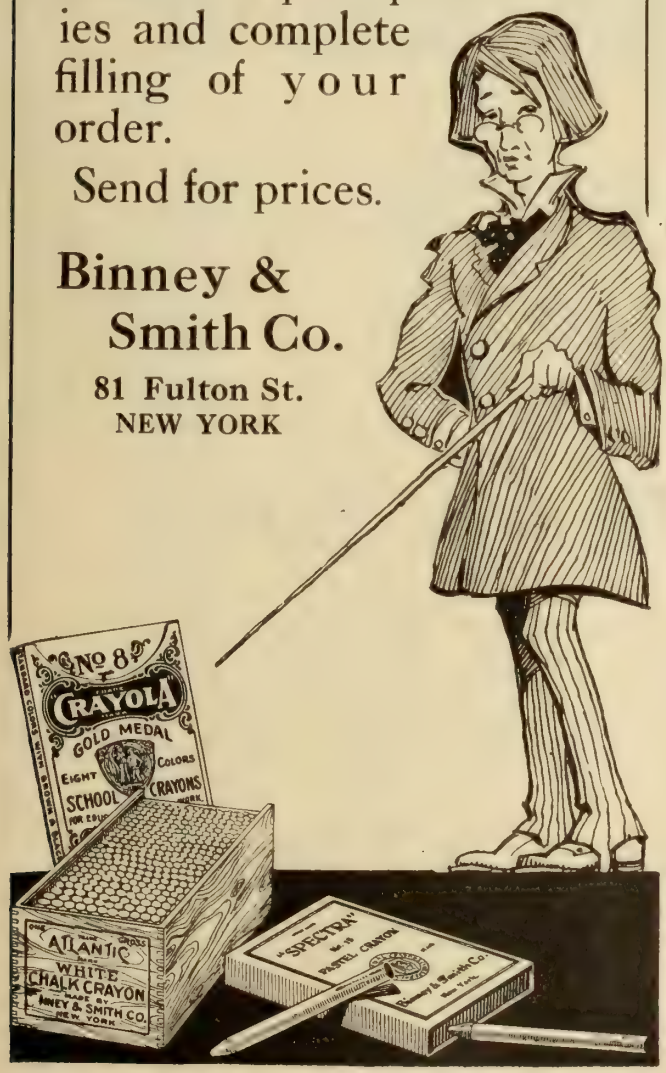
Each season Gold Medal 25c, 50c and 75c holiday boxes of colored crayons gain in favor as gifts to children, students, school teachers and artists.

Make sure of a full stock by placing your order now. "Shop Early for the Holidays" and you will be assured of prompt deliveries and complete filling of your order.

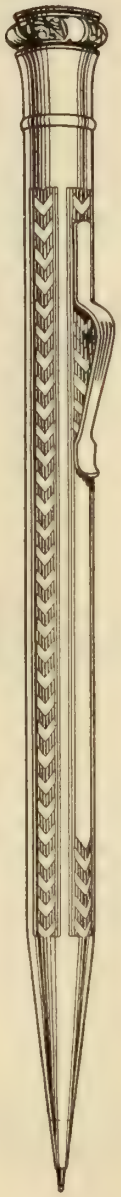
Send for prices.

Binney & Smith Co.

81 Fulton St.
NEW YORK



Eversharp Dealers Make Steady Profits



Month after month Eversharp sales keep mounting. That means a steady increase in the profits of Eversharp dealers. It means also that if you haven't yet signed up as an Eversharp dealer you are losing a big pile of quick, sure profits.

There's a demand for Eversharp right in your community—in your own neighborhood. As soon as people find out that you are selling the Always Sharp —Never Sharpened Pencil —the famous Eversharp— they'll start coming your way with a rush.

Eversharp Features

Eversharp is always sharp —never sharpened. It carries 18 inches of lead, enough for a quarter million perfect-pointed words. Thirty-five cents replenishes the supply —sharp, economical writing always. Eversharp Leads have a firmness, fineness and smoothness all their own. Remember also the out-of-sight eraser and the built-in pocket clip, and that Eversharp is made for pocket, chain, or lady's handbag.

The symbol of perfect writing —the mark of Eversharp Pencil and Tempoint Pen.

Made and Guaranteed by

THE WAHL COMPANY

1800 Roscoe Street, Chicago, Illinois

Send today for Catalog and Interesting Literature to nearest Canadian representatives:

Rowland & Campbell Co., Ltd., Winnipeg, Manitoba
The Consolidated Optical Co.
Toronto, Ontario Montreal, Quebec

EVERSHARP

ALWAYS SHARP—NEVER SHARPENED

Right-Hand Mate to the famous Tempoint Pen



The colored Christmas folder, illustrated above, shows twelve types of our pens suitable for gifts. Write and tell us how many you would like us to send you.

For Christmas Trade

It is especially true around Christmas time that Waterman's Ideal Fountain Pens sell themselves—they make such ideal gifts. Many dealers' stocks are depleted by Christmas Eve. Then right after Christmas, gifts of money are so often converted into a

Waterman's Ideal Fountain Pen

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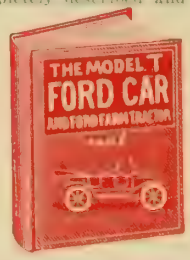


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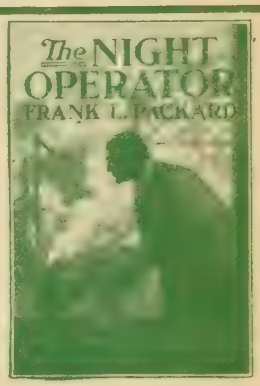
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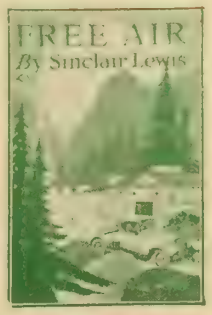
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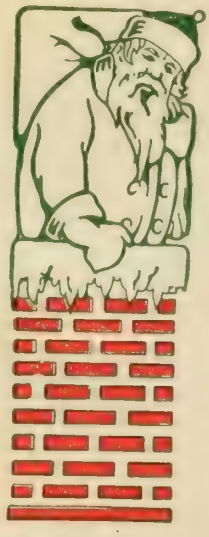
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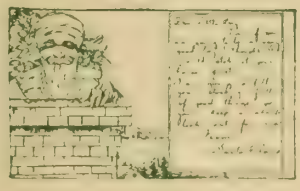
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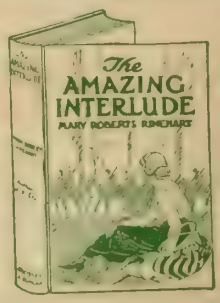
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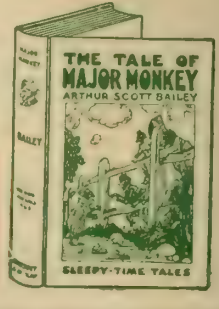
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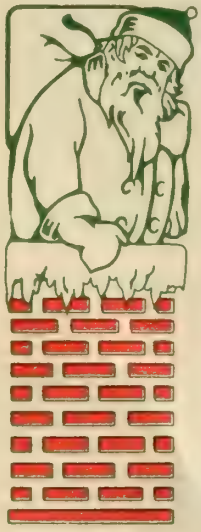
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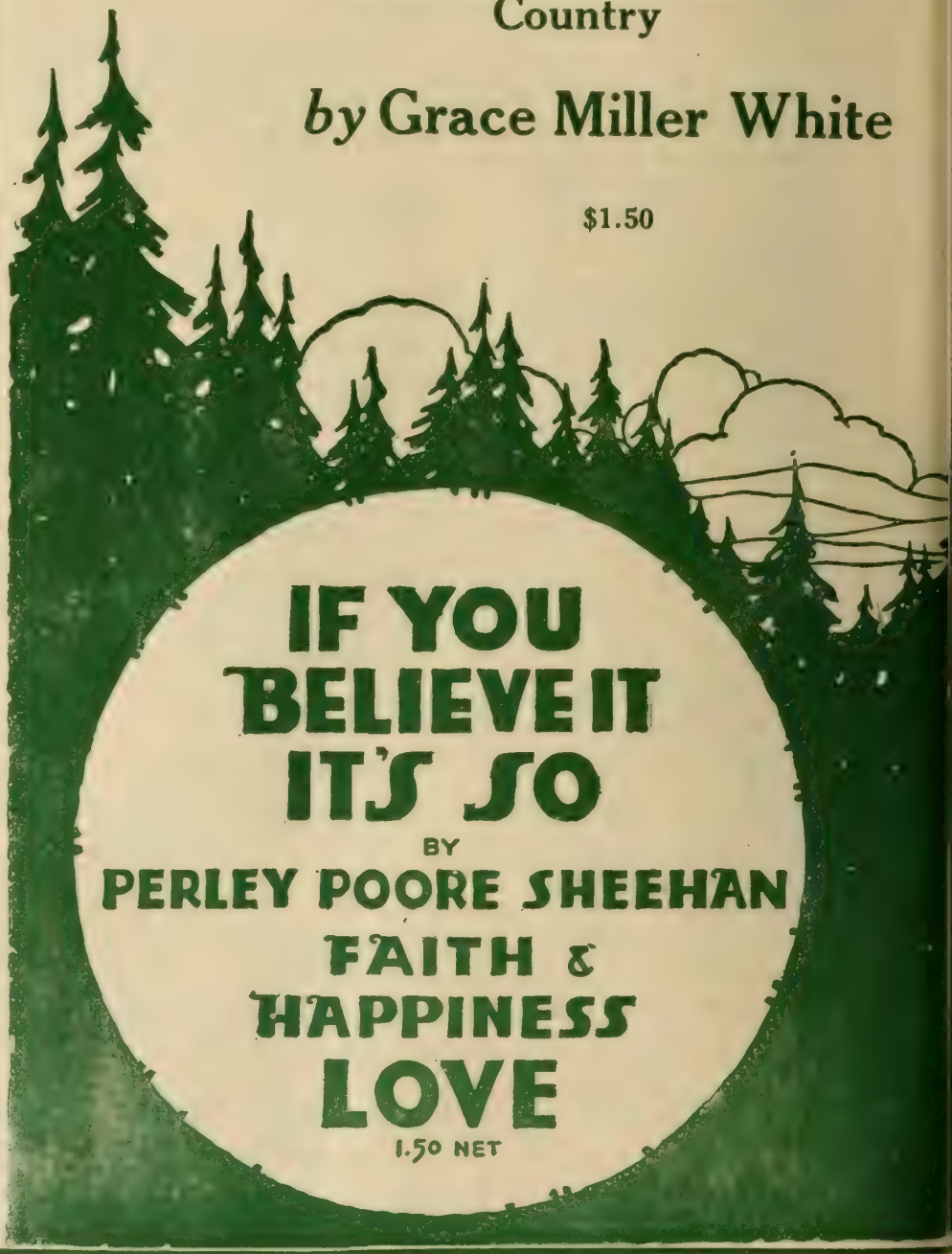


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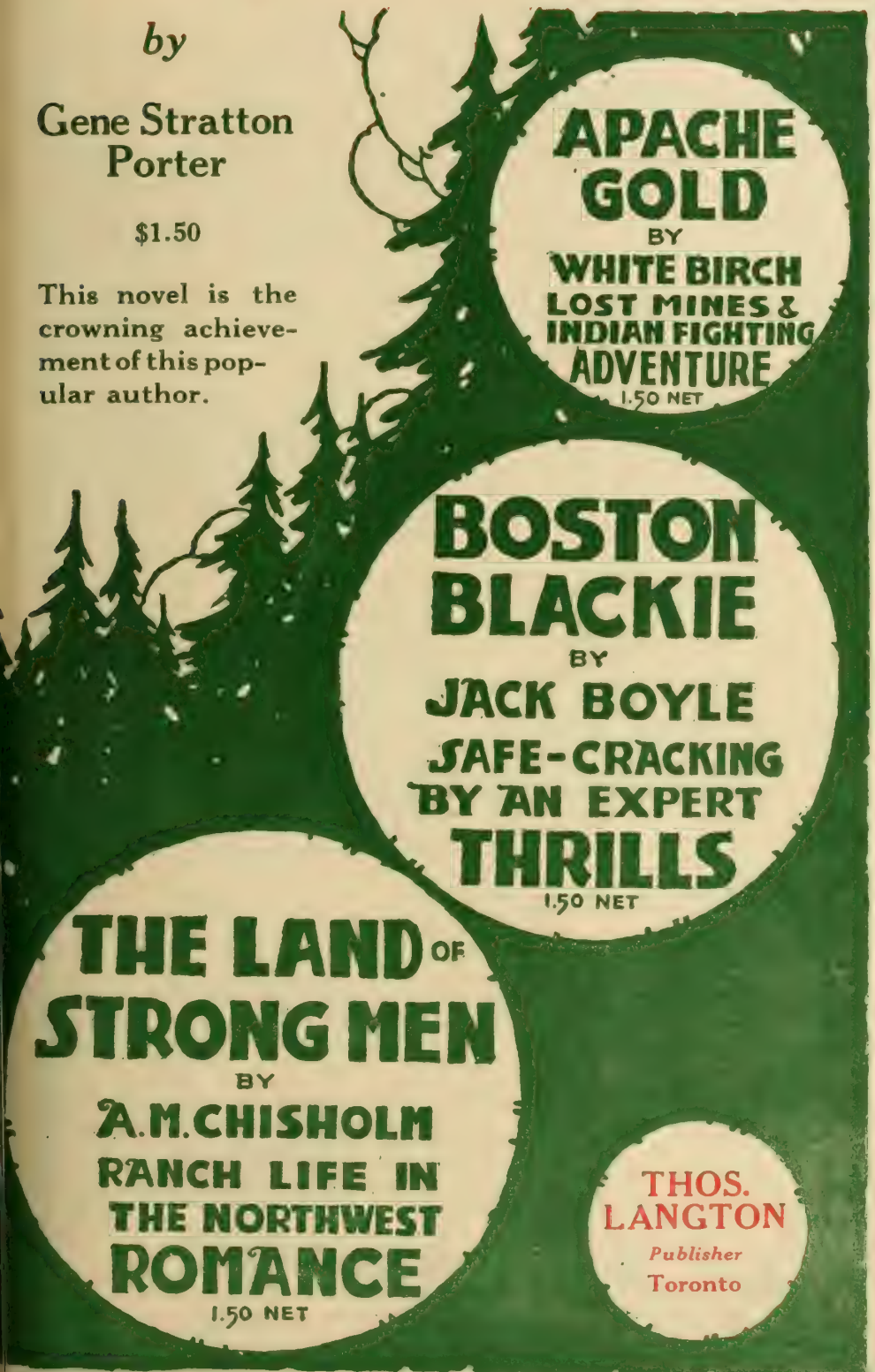
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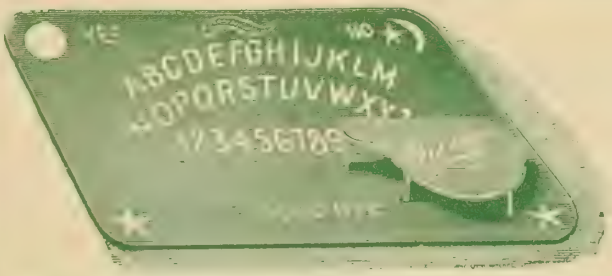
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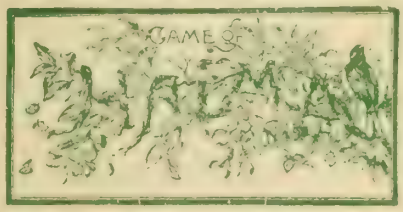
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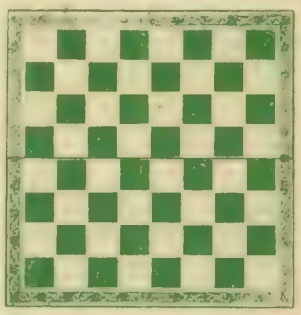
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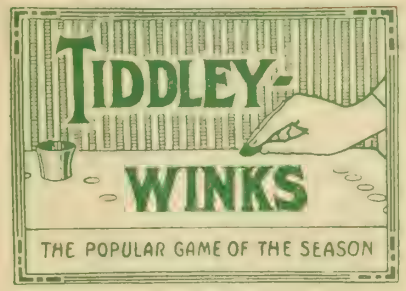
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No. 190, folding, leather, includes pack of cards. $2.50



A Big Variety of Games



TIDDLEY WINKS

No. 1 counters for 4 players, retail 35c
No. 2 counters for 6 players, retail 50c

50c games—Donkey Party, Ups and Downs.

35c games—Authors, Lost Heir, Nations, Old Maid, Peter Coddles, Snap.

20c games—Authors, Castaway, Lost Heir, Old Maid, Snap, Nations, Dr. Busby.

15c games—Golden Locks, House That Jack Built, Jack the Giant Killer, Peter Coddles, Snap, Old Maid, Authors.

THE COPP, CLARK CO., LIMITED

495-517 WELLINGTON STREET WEST, TORONTO

Toys for Christmas

Toys and Games

FEW items of goods for holiday gifts constitute so important a line as toys and games, more particularly because of the manner in which they loom up when one considers the children.

What would Christmas be for Children without gifts?

What gifts for children excel toys and games? These terms cover a wide variety of goods, from articles costing a few cents apiece up to more pretentious gifts, such as constructional toys so popular with boys these days.



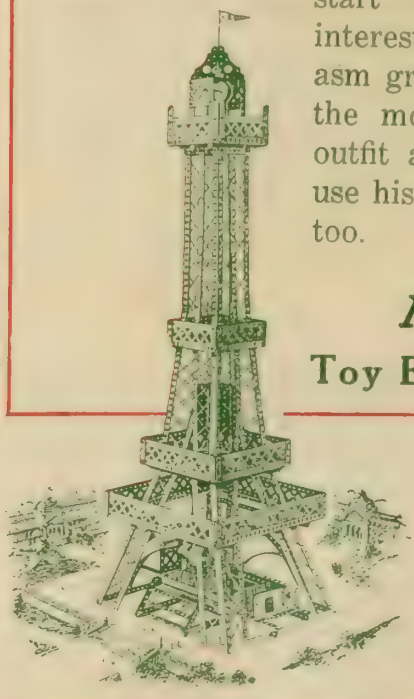
Oh Boy! It's great fun to make your own toys with

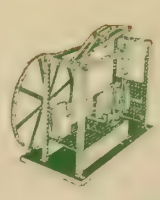


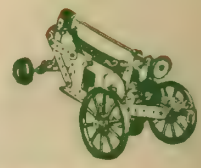
MECCANO

No wonder a boy is thrilled with eager joys at the sight of Meccano. Hundreds of fascinating models in shining steel fire his imagination and ambition. He knows he can build them—everyone—with Meccano. A new toy every day, and the joy of building them himself doubles their value.

Give your boy Meccano this Xmas—see his happy smile. How eagerly he will start building—watch his interest deepen, his enthusiasm grow. The fun begins the moment he opens his outfit and he will learn to use his hands and his head, too.







MECCANO
Toy Engineering for Boys

Make Your Boy Happy With Meccano
Outfits from $1.50 to $55.00

Gifts for Christmas

Choose Gifts Carefully

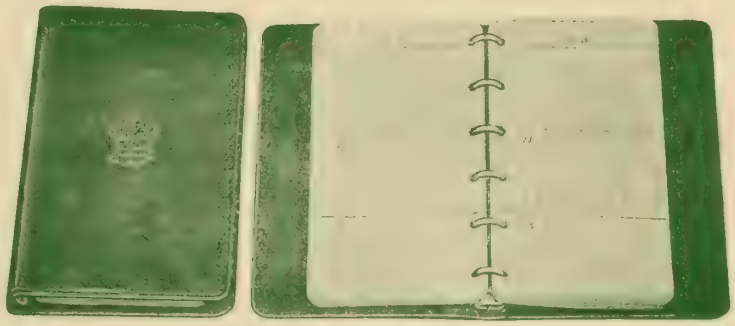
Efficiency in buying is a term that may have rather a heartless sound, associated with Christmas.

There should be no restraint in making it a happy time for all, but it is a fact that more lasting pleasure can be given if gifts are wisely chosen.

By choosing something that does not perish in a few days or a few months, but will last more than a few days or a few weeks, the feeling of appreciation in the mind of the recipient will be similarly long-lived.



LUCKETT'S STERLING LINE

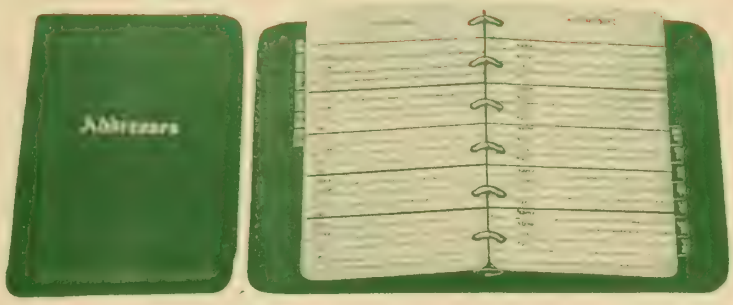


LOOSE LEAF DIARIES

Among the many resolutions made at Christmas and New Years is the one to keep a diary. If the resolution is kept, it provides a source of much pleasure and gratification in after years. For what it more pleasant than to turn the pages of a well kept diary and live over the good times that its written words bring back?

Why not, then, provide your friends with this means of enjoyment? Our diary is perpetual, the leaves are good for any year and each month can be filed away, when filled, for safe keeping. It is bound in beautiful Morocco leather and is made in four convenient sizes. It can also be used as an appointment book.

LOOSE LEAF ADDRESS BOOKS



These books are also made in four sizes in the Morocco binding. The alphabetical index enables one to keep addresses in order for quick reference. New leaves can be added at any place in a moment.

BOTH ARE IDEAL GIFTS FOR LADY OR GENTLEMAN.

Manufactured completely in Canada by

LUCKETT LOOSE LEAF, LIMITED

539-543 King St. West **Toronto**

Holiday Gifts



For Office or Home

There are in every book and stationery store so many hundreds of varieties of articles suitable for holiday gifts that customers are frequently bewildered by this very variety. Many people, realizing this, like to form some idea before going to a store, as to the nature of their requirements and the articles described in this announcement are set forth for their suggestive value to such people, to help them to make judicious selections.

Prominently featured are a number of articles, which although really staple goods in stationery shops, may suitably be termed Christmas Specialities.

These include articles most appropriate as gifts to business men—office specialties, such as desk inkstands, which are equally appropriate for the Library or Writing Rooms in the homes.



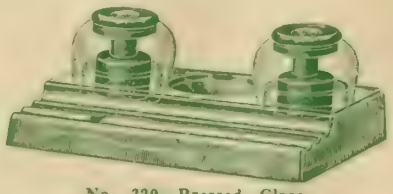
SENGBUSCH Self-Closing INKSTAND

Sengbusch self-closing inkstands besides possessing features that commend them for commercial use are well adapted for holiday trade. Their attractive appearance, utility and novelty in a home make them ideal gifts.

They are air-tight and preserve the ink till it is all used instead of evaporating. With Sengbusch self-closing inkstands you are always sure of a supply of clean, fresh ink even after long periods of non-use. Your pen cannot dip too deep and cause blots and soiled fingers by overloading. Added considerations are the saving of ink and the fact that they require filling rarely.



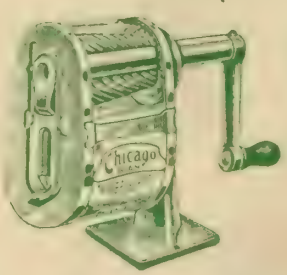
No. 55—Plain Glass.



No. 320—Pressed Glass.



No. 52—Plain Glass.



More Homes are Using Pencil Sharpeners

Every home should have one.

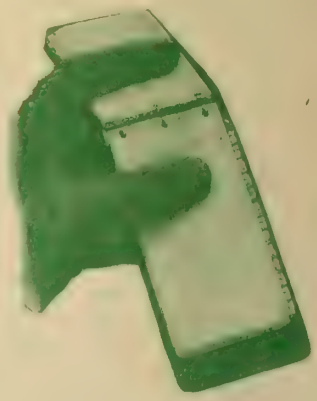
They save time, assure a good point; are always ready and convenient; and improve the work of students or anyone who uses a pencil. Many sales may be made by showing sharpeners as gifts. The Giant Model sharpens all sizes of pencils and retails for $2.50.

Trussell Leather Memos and Diaries

The Trussell unlined Memos and Diaries are distinctive and exclusive. Covers are solid unlined leather, which cannot crack, nor be affected by moisture, are flexible and most durable. They are and look highest quality in every respect.

Some dealers have been supplying Trussell solid leather covers to officers in France all through the war and state emphatically that no other book would have served under the conditions.

"My Finances" will be called for by holiday shoppers. It contains practical forms for keeping a record of all investments, income and insurance. Anyone can in the simplest manner keep a complete record of his personal finances by using this book.



A. R. MacDougall & Company, Limited

Representatives for Canada and Newfoundland

468 King Street West, - Toronto

HERE ARE BOOKS TO CHOOSE AS CHRISTMAS GIFTS

Alphabetically Classified and Arranged Under Fiction, Poetry, Juvenile and General

FICTION

A

Across the Stream, Benson, (C) $1.50
A Mile a Minute, Witwer, (R) 1.50
Against the Winds, Jordan, (R) 1.50
Adventures of Antoine, Owen, (H & S) ... 1.50
After Thirty, Street, (McC & S) **1.50**
Amethyst Ring, France, (G) 2.50
Azure Rose, Kauffman, (G) 1.50
Adventures in Alaska, Young, (G) 1.25
Arrow of Gold, Conrad, (R) 1.60
All the Brothers Were Valiant, Williams, (Mac) 1.50
A Man Four Square, Raine, (A) 1.50
All the World, Sheldon, (McC & S) **1.25**
All Roads Lead to Calvary, Jerome, (R) ...

B

Bounder, Hodges, (A) 1.60
Buccaneer Farmer, Bindloss, (McL) 1.50
Beloved Sinner, Macnamara, (G) 1.60
Best of M. T., The, Paine, (M) **1.25**
Birds of a Feather, Nadaud, (R) 1.35
Blue Aloes, Stockley, (R) 1.50
Booty, Grant, (McL) 1.50
Beach of Dreams, Stacpoole, (OX) **1.60**
Blue Grass and Broadway, Davies, (McC & S) 1.50
Believe You Me, Putnam, (McC & S) .. 1.50
Bulldog Carney, Fraser, (McC & S) 1.50
Burned Bridges, Sinclair, (R) 1.60
Black Stone, Globs, (McL) 1.50
Black Drop, Brown, (Mac) 1.75
Bartlett Mystery, Tracy, (McL) 1.75
Banked Fires, Savi, (G) 1.75
Behind Red Curtains, Scott, (G) 1.50
Branding Iron, Burt, (A) 1.65
Blue Moon, Anderson, (McL) 1.50
Bells of San Juan, Gregory, (McL) 1.60
Broken Soldier and Maid of France, Van Dyke, (M) 1.25
Betty Bell, Kilbourne, (M) 1.50
Belle Rose, Achard, (N) ..... .70
Broadway Ban, McCulley, (McL) 1.50
Builders, The, Glasgow, (M) 1.60
Blooming Angel, Irwin, (McC & S) 1.50

C

Charm School, The, Miller, (M) **1.40**
City of Comrades, The, King, (M) **1.75**
Christopher and Columbus, (M) 1.65
Cursed, England, (McL) 1.50
Consequences, Dellafield, (H & S) 1.50
Christopher Laird, McCall, (McC & S) . 1.60
Cottage of Delight, Harben, (M) 1.60
Charm School, Miller, (M) 1.40
Cornelia, Perkins, (A) 1.25
Carmichael, North, (McC & S) **1.50**
Cake Upon the Waters, Akins, (McC & S). 1.50

D

Dangerous Days, Rinehart, (McC & S) ....
Disturbing Charm, Ruck, (H & S) 1.50
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David Vallory, Lynde, (McL) **1.60**
Dilly and Dally, McCartney, (R) ..... .75
Dean, The, Charnwood, (G) **1.75**
Drowned Gold, Norton, (A) 1.65
Dawn, Porter, (A) 1.65
Deep Waters, W. W. Jacobs, (H & S) .. 1.50
Deadham Hard, Lucas Malet, (R) 1.75
Dope, Saxe Rohmer, (McC & S) **1.50**
Daughter of Two Worlds, Scott, (A) ... 1.60
Dere Bill by "Mable" (R) ..... .75
Dwellers in Aready, Paine (M) 1.50

E

Elder's People, Spofford, (A) 1.65
Exploits of Bilge and Ma, MacFarlane (McC & S) 1.60
Everlasting Arms, The, Hocking, (H & S) 1.35

F

Far-Away Stories, Locke, (OX) 1.50
Fairy Detectives, Hughes, (M) 1.25
Forest Fire, Thurston, (McC & S) 1.50
Fortieth Door, Bradley, (G) 1.60
From Father to Son, Watts, (Mac) 1.75
Four Roads, Kaye-Smith, (McC & S) ... 1.50
From the Life, O'Higgins, (M) 1.50
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Fire Flingers, Neidig, (McC & S) 1.50
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Flower o' the Lily, Orczy, (M) **1.50**
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G

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Greater Glory, The, Pelley, (G) 1.75
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Going West, Basil King, (M) ..... .75
Green Valley, Reynolds, (G) 1.50
Graven Image, The, Lyall, (H & S) 1.35
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Geste of Duke Jocelyn, Farnol, (R) **1.75**

H

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Humpty Dumpty, Vachell, (H & S) ... 1.50
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Hunkins, Blythe 1.50

I

Irish Cousin, Somerville and Ross ..... .50
In Secret, Chambers, (McC & S) **1.50**
Instead, Wadsley, (McC & S) 1.50
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J

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K

King's Widow, Reynolds, (McC & S) **1.50**

L

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Luck of Roaring Camp, Harte, (R) 1.50
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M

Marriage While You Wait, Buckrose, (H & S) 1.50
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Man Who Fell Through the Earth, C. Wells, (McC & S) 1.50

N

Night Operator, Packard, (C) 1.50
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O

Out o' Luck, Smith, (R) ..... .75
Our Wonderful Selves, Pertwee, (D) **1.75**
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One of Three, Raymond, (McC & S) 1.50
Our House, Canby, (Mac) 1.60
Oranges and Lemons, Wemyss, (A) **1.50**

P

Patricia Brent, Spinster, (Anon) (McC & S) 1.50
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Q

Querrils, Aumonier, (McC & S) 1.00
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R

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Rocking Horse, Morley, (McC & S) 1.25

S

Saint's Progress, Galsworthy, (C) **1.75**
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Storm in a Teapot, Phillpotts, (Mac) ... 1.75
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Sea King of Barnegat, Smith, (D) 1.75
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Secrecy, Macdonald, (McC & S) 1.50
Sailor, The, Snaith, (N) ..... .50
Silver Fox, Somerville and Ross, (N) ..... .50
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T

Tharon of Lost Valley, Roe, (R) 1.00
Thunderbolt, Colmore, (D) 1.00
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Their Mutual Child, Wodehouse, (M) 1.50
Twelve Men, Drieser, (M) 1.75
The Test of Scarlet, Coningsby Dawson, (R) 1.50
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Tale of Mr. Tubbs, Buckrose, (M)..... 1.50
Too Fat to Fight, Beach, (M) ..... .60
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Their Mutual Child, Wodehouse, (M) ... 1.50
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U

Undying Fire, Wells, (Mac) 1.50
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V

Valley of Headstrong Men, Fletcher, (H & S) 1.50

W

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When the World Shook, Haggard, (McC & S) 1.50
Winning Clue, Hay (McC & S) .....
White Horse and the Red-Haired Girl, Gambier, (McC & S) ....
White Cypher, Leverage, (D) 1.50
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Woman's Footprint, Punshon, (H & S) ... 1.35
World Shut Out, Richardson, (McL) 1.60
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Woman Named Smith, Oemler, (McC & S) 1.60
When I Come Back, Harrison, (A) 1.00
White Riders, Montmorency, (OX) 1.50
Wolves, Welch, (R) 1.40
Where Dead Men Walk, Leveridge, (G) .. 1.75
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Editorial Chronicle and Comment



SPORTING GOODS

ALTHOUGH sporting goods are distinct from toys, there is a close association between these lines in the trade for the reason that, to a large extent, the wholesale houses selling toys also sell sporting goods.

The extent of sporting goods is such as to make it a separate department and, as there are different sports for different seasons, it is naturally a department for year-round trading. As such, it is all the more effective as a help in maintaining toy trade activity throughout the year, a development that is much to be desired. This latter remark is superfluous in the case of a growing number of retailers who do feature toys every season of the year.

Sporting goods include items running well up the price scale and for that reason they give a better balance to the whole business of the merchant engaged in these associated trades of books, stationery, toys and kindred goods.

This whole question is deserving of serious thought on the part of all members of the trade

This of course is not so necessary on the part of well established, flourishing bookstores in the cities, but in the smaller towns it is almost universally a fact that these retailers must branch out beyond books and stationery proper in order to reach a volume of trade that will guarantee a turnover assuring a satisfactory income.

GETTING RURAL TRADE

RETAILERS should keep it in mind that in these days of the ubiquitous automobile, even among the farmers, it is easier than ever to develop rural trade and the influence of any buying centre can easily be pushed farther afield. To encourage this plan of attracting buyers from the extreme distances of a given community, such events as "dollar days" are efficacious, and Canadian retailers will read with interest the new plan adopted by the merchants of Neosho, a live town in Missouri, inspired by the advertising men's club of Neosho. A monthly "sales day" is held, and to boost it along, page space is taken, not only in the Neosho newspapers, but also in the leading newspaper of Joplin, a larger city nearby, which newspaper circulates largely in communities which can as readily be served by Neosho as Joplin as a centre for buying. The cost of the page ad. in the Joplin newspaper was $62.30, which figured out to about $2 each for the Neosho merchants participating. Six thousand reprints of the advertisement were mailed direct to prospective customers.

As indicated in a booklet which has been published by the Associated Advertising Clubs of the World for free distribution the remarkable success of the Neosho sales days has been based upon the fact that a committee of the advertising club passes upon the special offer each merchant makes for the "sales days," to insure that the customer whom the advertisement brings to town will be well pleased. In the meantime, the members of the advertising club had been making a careful study of advertising at their club meetings, to make their advertisements more effective, and in the club, also, they have exchanged ideas relative to better merchandising methods, thus enabling themselves to "back up" their advertising to the fullest possible extent.

The operation of this plan has made Neosho famous, the plan having been adopted by several other communities, both larger and smaller than Neosho, where advertising clubs have been organized to handle its operation. Frequently, business men from other communities have gone to Neosho to investigate the plan at first hand, and the plan is now being successfully carried out by the merchants of several other towns.

SELLING HIGHER GRADES

> "The *Herald* has said more than once that one of the chief causes of the high prices now prevalent is the willingness and ability of so many people to pay high prices. An illustration of this has come to our knowledge. A traveller recently offered a local merchant some dozens of ladies' purses to retail at $35. The merchant declined, thinking that the purses would be unsaleable at that price. However, the traveller sent on two or three of the purses on trial, and the merchant put them in the store window. Within a few hours they were sold at $35 each."—Hamilton *Herald.*

WITHOUT entering into any argument with the *Herald* on the point it seeks to score, this note is reprinted as an illustration supporting the argument which has from time to time been advanced in these columns to the effect that goods of a better grade than ordinarily carried will sell readily if stocked and properly exploited. Then, again, if people have a willingness and ability to buy higher grades of goods why shouldn't they do so, providing they get an adequate measure of value in what they purchase?

NEWS OF THE TRADE

EARLY CLOSING

The operation of the new Early Closing By-law of the city of Montreal, No. 695, and which was adopted on the 17th of June last by the Administrative Commission, is seemingly going to work a real hardship on the booksellers and stationers. Of course a great many of the modern bookseller and stationery stores overtake a large volume of business in the evening hours, and since this by-law has exceptions which favor the druggist and the cigar store, the ice cream parlor, etc., it is not to be wondered that the booksellers and stationers should put up a vigorous and a strenuous kick.

Acting for the Booksellers' Protective Association, in conjunction with their attorneys, L. M. Gouin and M. Garceau, advocates, called last week on the Board of Control in an effort to secure an amendment of By-law No. 695 adopted by the Administrative Commission on the 17th of June last and by the City Council with amendments on the 4th of August last, dealing with early closing. The part asked to be amended is that relating to the closing of stationery and bookstores at seven o'clock on Mondays, Tuesdays, Wednesdays and Thursday evenings of each week, nine o'clock Friday evening and eleven on Saturday evening.

Chairman Decarie was non-committal on the request, seeming to favor the provisions of the by-law as at present constituted. However, he advised the delegation to appear before the City Council and have it come through the regular channels to the Commissioners.

At a regular meeting on Oct 14, the Montreal City Council adopted a resolution to the effect that bookstores selling stationery should not be obliged to close as early as other stores; and also that an exception should be made for small stores generally, employing but one or two clerks, so as to permit them to remain open after hours, provided the clerks leave at the closing hour.

The motion as proposed by Ald. Rubenstein was to the following effect:

"That the Administrative Commission be requested to consider the advisability of amending By-law No. 695, so that bookstores where stationery articles, such as pencils, pens, ink, etc., are sold, may be allowed to remain open after closing hours, and that small stores generally where only one or two clerks are employed may also remain open provided that said clerks are allowed to leave at the closing hours."

THE JOKER OF THE PACK

J. H. Burnham, M.P., of Peterborough, is "the joker of the prohibition pack," was the facetious remark of a Toronto stationer upon reading a press report of his notice of motion given in Parliament for the first meeting of the committee of the whole on the Prohibition Act. Playing cards are included among the amusements he proposes to bring under prohibition. His notice of motion is as follows: "That it be an instruction to the committee of the whole on the said bill that the committee do have power to extend the provisions of the said bill and of the Act sought to be amended thereby relating to intoxicating liquors, to playing cards, the feathers of wild birds for dress or other ornamental purposes and to tobacco in any form."

MONCTON THE PROSPEROUS

Miss Hattie Tweedie, of Moncton, N.B., is a progressive bookseller and stationer from an equally progressive community. It was good to hear the evidence of civic pride which characterizes her conversation in the course of a call at the office of BOOKSELLER AND STATIONER, when she was in Toronto on a buying trip last month. Moncton, according to Miss Tweedie, is the high spot in the general prosperity that marks all the Maritime Provinces at present.

Miss Tweedie said she considered BOOKSELLER AND STATIONER the bookseller's "Bible" and always found its contents most interesting.

As indicative of the healthy business in books she is doing this season, she referred to the increase over the same period a year ago of well over 300 copies of copyright novels sold in her store this season up to the day she left on her Toronto trip.

Miss Tweedie has lost none of her admiration for Toronto and Torontonians and, although she missed visiting this buying centre last year, owing to the prevalence of the "flu," it would take some reason just as strong to make her miss another of her autumn buying visits to Toronto.

GOES TO CHICAGO

Major F. R. Phelan, who returned from active service overseas last spring, is now taking up his residence in Chicago.

Major Phelan, a son of F. E. Phelan, the well-known bookseller and stationer of Montreal, was connected with his father in a business way, but has decided to take up new work in Chicago, where he becomes production manager of the Isco Refrigerating Company. Major Phelan was in Montreal last week, and attended, while there, the Prince of Wales ball. Mrs. Phelan accompanies him to their new home in Chicago.

R. Dixon, of the Regina Bookstore, has disposed of his business to C. F. Herbert and H. F. Noble. Business will continue under the present name. Mr. Herbert and Mr. Noble have been associated with the Merchants' Casualty Co., for several years past. Mr. Herbert is taking charge of the business, but Mr. Noble will continue his present position as Provincial Manager of the Merchants' Casualty Co. Mr. Dixon is at present undecided as to his future, having several propositions in view.

Fred. C. Baird, vice-president of T. S. Pattillo & Co., Ltd., Truro, N.S., who has been Overseas for the past 4 years, has resumed his work with that firm.

W. E. Fraleigh, who has been in the drug and stationery business at Fort Frances, Ont., for past eighteen years, has been succeeded by G. G. Baeker.

Sergt.-Major W. Farnell, of Toronto, who was one of the two blind veterans recently decorated by the Prince of Wales, has just opened a stationery store in Toronto.

The phonograph industry of the Pollock Manufacturing Co., Kitchener, Ont., has been taken over by the General Phonograph Corpn., of New York. The plant is being considerably enlarged and will continue the manufacture of talking machines and accessories. The industry will be under the management of A. B. Pollock, as heretofore.

Wallpaper is an important branch of the business of Rainbow's Bookstore, Medicine Hat, Alta.

DOUBLING THEIR PLANT

The Wilson-Jones Loose Leaf Co., Chicago, are putting up a new factory twice the size of their present one. It is 360 x 460 feet in size and of concrete construction. Among the new features will be an employees' lunch room, library, rest rooms, shower baths and other comforts. The new factory is to be completed by early spring.

PETERBOROUGH, Ont.—A new industry that has decided to locate here is a Canadian branch of the Nashua Gummed and Coated Paper Company, strong financially, and with two factories in the United States and one in England. They are at present enlarging their factory at Middletown, Ohio. They ship goods to Canada now, but have to do so

against a high customs tariff, and they expect to do a much larger business in Canada when the new plant is in operation.

Generally speaking, the Dominion has a better organized and more efficient plan of re-education than any other nation engaged in the war. It is supported by the proceeds of the Victory Loan. Every Canadian who buys Victory Bonds may be assured, whatever his political opinions, that work of re-establishment is a pressing need, and that it will be of the utmost advantage in the complete repatriation of returned men.

LONDON, Oct. 15—In the agony column of a newspaper appears the following: "Well-known writer will dedicate his book, shortly appearing, and sure of large circulation in England and America, to highest bidder. Hard up. Offers in confidence."

FRUITS OF THE MIND

A novelty in book advertising is afforded by the announcement in liberal space in "News," of Maple Creek, Sask., under the heading of "Season's Leading Novels," giving a list of some of the more important new books over the name of the "Cypress Block Fruit Store."

SOLDIERS LEARN PEN GRINDING

OTTAWA, Oct. 9—Vocationally-trained soldiers are giving splendid satisfaction to their employers in Canada, in the opinion of several employers heard by the Special Committee on Soldiers' Civil Re-establishment to-day. There were eight witnesses who had employed disabled men in various lines of work, and all of them were delighted with the industry of the men.

Among those who were heard was V. R. Smith, manager Mabie, Tod & Co., Ltd., Toronto, who has 14 men taking vocational training and all were being absorbed. These men were being trained as gold pen grinders and were giving satisfaction. On completion of their course the men are put on piece work and guaranteed $30 per week. Most of the men drew more than the minimum salary and no married men had been down to this. Men were specialized in grinding chiefly because of disabilities and also because it was the most remunerative branch of the work. A man really needed another six months' training, but the witness did not favor extending the minimum time of training.

QUESTION BOX

An inquiry has reached the Service Department as to where burlaps may be purchased.

The Woods Mfg. Co., Ltd., Toronto, are manufacturers of burlap.

RUBBER

It is said that away back in seventeen hundred and something, an Englishman discovered that a piece of this curious crude gum could be used to erase pencil marks. At once there was a great demand for this gum, and half-inch cubes sold as high as two to three shillings.

This would suggest they must have been given to making many errors—quite unlike the folks in Boston, as a Bostonian once told us that rubber-tipped pencils were not needed in Boston, as Boston people made no mistakes in writing.

We find that previous to the time of our English friend, a Frenchman discovered that a piece of bread was most excellent to rub out the marks of a lead pencil.

We also find that a Frenchman possessed a most convenient eraser in the form of "caoutchouc," which could always be carried around easily. Rubbing by this method was found most satisfactory for removing the marks of a lead pencil and all other spots on paper.

The French insist on calling it "caoutchouc," while the English named it "India rubber." Although none of it came from India, and although this precious substance is more largely used in a thousand other ways than rubbing out pencil marks, the name of rubber still sticks.—"Graphite."

BOLTON A BENEDICT

The wedding took place in Philadelphia, U.S.A., on the 17th of October, of Miss Marjorie Haller, younger daughter of Mrs. John H. Haller of Philadelphia and late of Montreal, P.Q., Canada, and Mr. George Neville Bolton of the Book Department, Robert Simpson Co., Ltd., Toronto.

Mr. Bolton served in France with the Princess Patricia's Canadian Light Infantry for nearly three years and returned to Canada last June after 3½ years' absence from the book trade.

On their return to Toronto Mr. and Mrs. Bolton will reside at 274 Ossington Avenue.

WEST WILL CONTINUE TO SHOW PROSPERITY

Imperial Bank President Says Business is Brisk on the Prairies

Though tracing a good deal of the apparent prosperity of Western Canada to the abundance of money received by the people from Government sources, Peleg Howland, president of the Imperial Bank, who has just returned from an extended tour of the West, stated that he looked for a continuance of the prosperity in that part of the country. "It is hard to conceive that there will be any serious falling off in the prosperity of all the Northwest, while the crop yield and general production are so high," said Mr. Howland to BOOKSELLER AND STATIONER.

"Business is very brisk throughout the West," said the Imperial Bank president, adding:

"Everybody is very active. There are many visitors in the country, and it is difficult to secure hotel accommodation. A good deal of this prosperity is due to the fact that the people are spending money they received in various ways from the Government; through loans to soldier farmers, gratuities, payments for lands taken over for the soldiers, etc.

"Farm lands are in good demand, and there have been increases in value noted. The market for city lots is less brisk, though the good building lots in the best locations have gone up."

Book Business Booming in Montreal

Public Are Demanding Books of the Better Class—Returned Men Back at Business Have Become Studious and Buy Business Books—Loose-Leaf Trade is Active

THE Foster-Brown Co., Ltd., Montreal, have been enjoying an increasing demand for books, and sales are very satisfactory, the head of this firm informed BOOKSELLER AND STATIONER. In fact old records are broken and the outlook is for a continued good demand.

Asked as to the class of books that were particularly active, it was stated that educational books were among the favorites. "Men who used to be merely pen-pushers," said Mr. Brown, "are now learning much from books, and are applying themselves to study. There is a continued sale for books of this kind that teach men how to do things. These fellows who went overseas are becoming men of resourcefulness."

Chas. Phelan, of F. E. Phelan, Ltd., also reports book sales to be very active. "And it is the better books that are selling, too," he continued. "We sell few of the 40 or 50 cent books—it is the $1.75 new copyrights that are selling, and people do seem to have the money to buy them, and they want the very latest."

Mr. Phelan feels that the bookseller is now coming into his own after strenuous years during the war. Business has been much better of late, and the bookseller and stationer, he believes, is feeling the return of better times. The outlook is excellent.

LOOSE-LEAF AND BOOK BUSINESS ACTIVE

Harold Dawson, of W. V. Dawson, Limited, Montreal, reports a brisk selling at the present time, particularly of loose-leaf binders and fillers. These are meeting with general favor throughout the country, Mr. Dawson stated.

While there has been a great variety of styles, there has been improvement, and those who wish for a certain style of binder in three or seven post styles, may satisfy their wish. Mr. Dawson states that the flexible post idea has been most favorably received, the plan of this style, holding one sheet or a thousand, appealing to many. As to the grades of binding used, it was stated that the best were the most active sellers.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

RETAIL booksellers and stationers are not so prone to indulge in misrepresentation and overstatement in their advertising as are too many merchants in certain other trades, many of whom, whether designedly or because they are unable to grasp the true essentials of resourceful publicity, are inclined to advertise their merchandise in evasive and, sometimes, untruthful, though conventional terms—another splendid way to lose customers.

There still are some people who will bite twice, but this is a progressive age of keen competition, and the average buyer demands value with his bargains and will only stand for being fooled once. He will go across the street the next time.

An advertisement should be first and always an exposition of the truth. It should be worded in plain, understandable English, without equivocal terms, and if there is anything wrong with the merchandise featured, the advertiser should make it clear to the public. Seconds are seconds, no matter how hard and how cleverly some ingenious, but immature ad-writer endeavors to disguise them as firsts in an elaborately-designed or flamboyantly-worded advertisement.

In the extracts which follow from advertisements by retail booksellers and stationers as appearing in newspapers in all parts of Canada, there is but a small indication of such offences against the precepts of four-square advertising, and many good ideas are set forth in them which may be advantageously adopted by the rank and file of retail booksellers and stationers.

Kamloops, B.C.—While the course suggested in the following extract of a recent advertisement of writing paper by Galloway's will hardly appeal to the average customer of good taste, it at least has the merit of originality of appeal, and also serves to show that the store has a good variety of shades and shapes of paper and envelopes from which to choose: "It is well to have a variety in styles and colors of stationery. It is something you use constantly and you want distinction in its appearance. Use a pink paper to-day and a blue one to-morrow. Take an oval cut this time and a square cut another time. We are selling stationery and showing all the newest types, some of them very distinctive and individual."

Montreal, P.Q.—A novel form of book advertising put to use by Chapman's Bookstore recently, was to use a newspaper space of goodly size, the upper third of the space being taken up by a grotesque design of a man, and the heading "Are You a Stagnuck?" Then followed this wording:

"A Stagnuck is a Person Who Thinks That:

"Balzac is the name of a mining stock. 'The Way of All Flesh' is a sex book. Gorky is a brand of caviare. John Macy is the proprietor of a department store. Ellen Key wrote the 'Star Spangled Banner.'"

"Don't be a Stagnuck. Read good books, especially the MODERN LIBRARY to be had at"

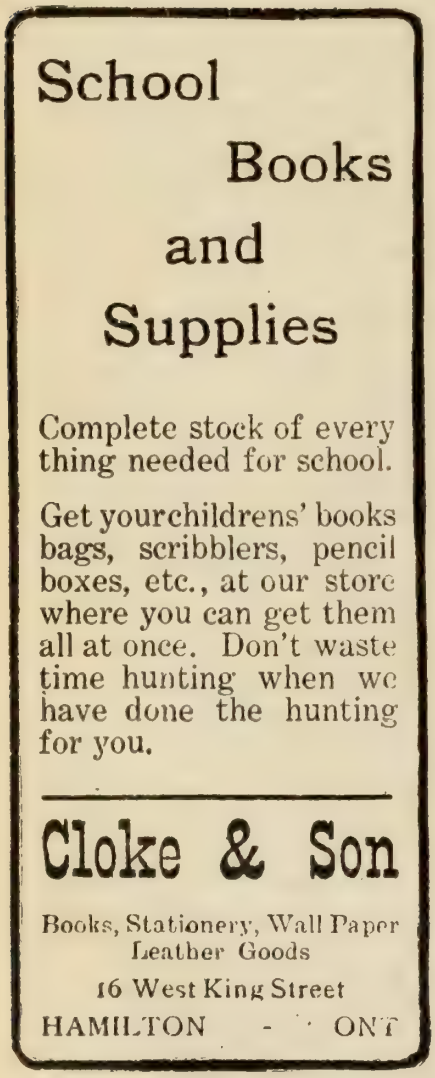
St. John, N.B.—Here is an advertisement dealing with a lending library which has suggestive value for booksellers. The heading was: "Another New Book List at McDonald's Lending Library," and this paragraph followed:

"Fiction readers will learn with pleasure of the arrival of another lot of the most popular books of the day at McDonald's Lending Library. These books are being eagerly sought, and are much talked of by lovers of the best stories of the hour. The list comprises: 'The Moon and Sixpence,' by W. Somerset Maugham; 'Sherry,'' by McCutcheon; 'Rebecca's Promise,' by Frances R. Sterrett; 'The Four Roads,' by Sheila Kaye Smith; 'The Girl of O. K. Valley,' by Robt. Watson. Early selections are suggested, as the demand for these books will probably exceed the supply at McDonald's Lending Library, where the rate is but 2 cents a day, 7 Market Square. 'Phone Main 1273."

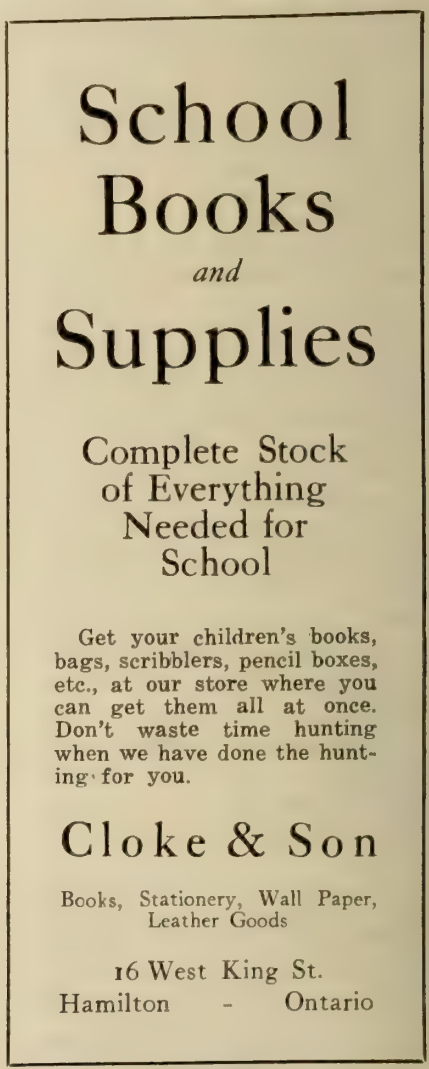
Charlottetown, P.E.I.—Carter & Co., Ltd., pay special attention to the sale of fashion books in connection with the sale of patterns, and due attention is paid to this branch of the business in the store's newspaper advertising.

St. John, N.B.—W. H. Thorne & Co., Ltd., in an advertisement headed: "Toys for Autumn Days," included this paragraph:

"You'll find the latest novelties in



Advertisement from the Beamsville Express, Beamsville, Ont. The heading in particular is poorly arranged. See reset on opposite column.



Reset of advertisement on opposite Column

playthings, including dolls, doll houses, doll carriages, bubble sets; also mechanical toys, such as the electric skyscraper elevators (illustrated to the left), Sandy Andy, Dumping Andy, trains (electric and clockwork), boats, battleships, games of many kinds. Also the reversible educational board, which teaches sentence-building, sight reading, spelling, writing, word construction, by an easy and entertaining method."

Halifax, N.S.—H. H. Marshall, Ltd., advertising "Popular titles at a popular price," featured "The French Library," including "The Lost Million," by William Le Queux; "The Invasion." by Wm. Le Queux; "What's Bred in the Bone," by Grant Allen; "The Four Just Men," by Edgar Wallace; "Smithy," by Edward Wallace. They were priced at 20c each or 23c by mail.

Amherst, N.S.—H. H. Marshall, Ltd., in advertising a special line of linen stationery, used the heading: "The Same High Quality at the Same Low Price." Then followed these paragraphs:

"Our last big order for this most popular stationery was placed before the price of paper went soaring.

"Since then it has advanced 50 per cent., but we are continuing the old price while present stock lasts.

"35 cents for 100 Sheets
"35 cents for 75 Envelopes."

Sunnyside, P.E.I.—The Maritime Stationers, Ltd., in a book advertisement, began with this appeal:

"All signs indicate that both magazines and books are going to be considerably higher in price. But, values yet are wonderfully reasonable and there is no other way in which you can begin to get so much pleasure from so small an expenditure."

This idea of urging people to make purchases of books now against probable further increases in price is good business.

Truro, N.S.—Thomas'—The Popular Store, advertise their store as "The School Supply House of Truro."

Simcoe, Ont.—The H. S. Falls Co. department store, in a recent advertisement, listed their departments as distinct stores. Among these were:

"Stationery, Books and Novelty Gift Store."

"Doll and Toy Store."

Sault Ste. Marie, Ont.—J. H. Jones conducts a circulating library in his store and also a phonograph record exchange library. In advertising books by L. T. Meade, Mary J. Holmes, and Horatio Alger, at 50c each, this paragraph was added:

"Owing to the publishers' strike the net supply will surely be $1.00 each. So don't delay, get yours now."

Ingersoll, Ont.—"Picture Frames Made to Order" is a line frequently included in the newspaper advertisements of Wood's Bookstore.

Hamilton, Ont.—Hughes' Old Country Store, 366 Ottawa Street, advertised in the Hamilton newspapers as follows, under the heading, "Sunday Reading":

"We have all the latest Canadian, American and Old Country newspapers, magazines and periodicals, paper and cloth-bound novels—Boys', girls' and children's books."

St. Thomas, Ont.—"Some New Book Arrivals," is the heading of a well-displayed small space book advertisement of Judd, Fraser & Cochrane. The first title is Booth Tarkington's new book with the surname spelled Mulholland instead of Milholland, which BOOKSELLER AND STATIONER believes to have been a compositor's error because of a similar error having occurred in the September issue of this paper, although the name had been properly spelled in the copy sent to the printer.

Sarnia, Ont.—Fry's Bookstore includes jardinieres, fern pots, vases, etc., in stock and these lines were recently featured in newspaper advertising.

Woodstock, Ont.—In a page advertisement, Frank Hyde, Woodstock and Ingersoll, advertised the opening of his new store in Woodstock, and gave special attention to stationery supplies as a new department. Writing paper, fountain pens, kodaks and toy balloons were especially played up.

Toronto, Ont.—McAinsh & Co. advertise their book store as the "Students' Rendezvous." Here is a paragraph from a recent ad.:

"Medical and Dental Students have a room of their own here, lined with the best texts and the latest works on medicine."

St. Thomas, Ont.—Judd, Fraser & Cochrane introduce electros of books very effectively in their advertising, and another good idea of theirs is to introduce such headings as "Stories of Action," "Some Good War Stories," etc., grouping together books of a similar class.

"MY UNKNOWN CHUM"

is the cleanest and best all-round book in the English language.

What Critical Book-Lovers Say of It

Sir Charles Fitzpatrick, Chief Justice of Canada, says: "My Unknown Chum is a wonderful book. I can repeat some of the pages almost by heart. I buy it to give to those I love and to friends who can appreciate a good book.

Price $1.65 at

Murphy's

Bookstore

Here is a book advertisement that is marked by an appeal of an exceptionally convincing nature and one that can be used in connection with other books and prominent people who similarly recommend them.

Smithville, Ont.—E. B. Smith puts his display advertisements in the form of newsy paragraphs, of which the following is a typical paragraph:

"Smith is getting in daily small shipments of School Text Books. His supply of Pens, Inks, Scribblers, Note Books, Rulers, Blotting Paper, Writing Tablets, Papetries, Billheads, Statement Pads, Pencils, etc., is most complete."

Ingersoll, Ont.—E. J. Coles & Co. have been doing some most effective wallpaper advertising. In one of these they made special offers "for Thursday, Friday and Saturday of twelve different bedroom papers, regular 35c, at 23c a roll, and twelve tapestry papers, regular 50c to 75c a roll at 39c a roll. The advertisement set forth that these offers were made "for the express purpose of making the wallpaper department a hive of industry during the next three days."

Tara, Ont.—The Leader Bookstore, advertising wall-papers in the Tara "Leader," points out that wall-papers are advancing in price for 1920. "All Our New Fall Lines at Old Prices."

Lethbridge, Alta.—The Kenny, Allin Co., Ltd., in an attractive newspaper advertisement, offered a balloon free to every customer buying 25c worth, or more, of school supplies.

Edmonton, Alta. — The Empire Book Store, 9814 Jasper avenue, specializes in Old Country newspapers and magazines. Among the sidelines here are kodaks and supplies, gramaphones and records. In a recent newspaper advertisement a special appeal was made for business in gramaphone repairs.

Dunnville, Ont.—E. J. McKee, in advertising for school opening trade, used nearly ¼ page of newspaper space. Here is a quotation from the advertisement:

Our store is headquarters in this town for all kinds of school supplies and authorized text books. Children study better and take better care of them when they have the right books. Our scribblers have better paper and more of it than the average. The boy or girl who buys their books at our store will certainly be pleased.

Guelph, Ont. — "Everything required in every school can be found here at the lowest prices. Phone 45," is the way C. L. Nelles put it.

Cloke & Son, Hamilton.—In advertising a complete stock of school goods this significant advice was given: "Don't waste time hunting when we have done the hunting for you."

Montreal, Que.—Henry Morgan & Co., Ltd., in their school opening advertising featured 100-page scribblers and 48-page exercise books at 7c each, and rubber-tipped pencils at 35c a dozen. Various staple requirements were listed.

Halifax, N.S.—A. & W. McKinlay, Ltd., are among the stationers who pay due attention to the development of trade in loose leaf goods and, in their

newspaper advertising, advise that loose leaf books and sheets are stocked and special sizes made to order.

Midland, Ont.—Wray's advertised free to every student purchasing five scribblers, one hardwood ruler worth 5c.

Hamilton, Ont.—Walter Bale, in one of his school supply advertisements, in the Hamilton newspapers, laid stress on requirements for technical school work.

Cannington, Ont.—G. B. Henderson used liberal newspaper space for an advertisement which merely had the words "School Books and School Supplies." This would seem to be a case of wasted opportunity. An advertisement should be more than a sign-board. It should not only deal with a subject of timely interest, but should present some argument about it, and then clinch that argument.

Red Deer, Alta.—"One Good Thing After Another" is the heading in prominent display type of an effective advertisement of Brazier's Novelty Store. One line prominently featured was a line of dolls slightly damaged, $6 dolls being offered for $3.25 and $2 dolls for $1.25.

Cardston, Alta.—A striking advertisement by W. H. Steel & Co., appeared in a recent issue of the Cardston "Globe" under the heading of "Church Works," in big, bold type. This list of books was given: Book of Mormon, cloth, 50c; Doctrine and Covenant, cloth, 75c; 100 Years Mormonism, cloth, $1; Defence of the Saints, cloth, $1.50; Gospel Doctrine, cloth, $1.50; House of the Lord, $1.50; Articles of Faith, $1; New Witness for God, $1.25; Church History, cloth, $1.50; Church History, half morocco, $2.50; Hymn Books, 35c and 75c; The Great Apostasy, 60c; L. D. S. Family Record, $1.25; L. D. S. Temple Record, $1.25; 2,000 Gospel Conversations, $1.25; Deseret S. Song Book, 50c; The Apostles, $1; Ancient Apostles, $1.25; The Restoration, 50c and 75c; Jos. Smith: Prophet, Teacher, 75c; Compendium, $1; Outline Ecclesiastical History, $1.50; The Gospel, by Roberts, 75c.

Calgary, Alta.—Pearson's Bookstore, in a recent advertisement used as a catch line in bold type "The Big Four," and then submitted, with descriptions, as the biggest selling books of the year, "Dangerous Days," "Three Times and Out," "Bulldog Carney," and "Long Live the King." The advertisement concluded with this paragraph: "If you want a good book such as 'The Barrier,' 'The Silver Horde,' 'Riders of the Purple Sage,' 'Rainbow Trail,' 'Lone Star Ranger,' 'Auction Block,' or one of the big Tarzan books, send us $1."

Pull the Dollars in Through Display

How to Make One's Display Window an Investment Rather Than an Expense — An Instance in Point and Its Paying Results

SO definite have the results been from the consistent use of their display windows, that F. E. Phelan, Limited, 437 St. Catherine Street West, Montreal, attribute a very substantial proportion of their cash takings to the displays made. And it has decided them that they will not only continue their policy of dressing them frequently, but Chas. Phelan, who dresses the windows, stated that in the future he means to plan his windows well in advance. This will be advantageous in more ways than one. It will, in the first place, enable the window dresser to make arrangements for any special signs that he requires, and he will have worked out, in a fairly definite manner, the particular display that he wishes to make. Thus, time will be saved, and when the window is completed it will be relieved of the "makeshift" appearance that might otherwise characterize it.

What of Your Location?

Mr. Phelan, in speaking with BOOKSELLER AND STATIONER, stated that they had a good location, and naturally should expect to secure a good trade. But he believed in not resting on this advantage too much. With many thousands of people passing the store both ways each and every day of the year, it was thought good policy to "cash in" on this opportunity, for it is remarkable how few people there are who do not know just what they want until they have seen it. Hence the advantage of proper window display. Mr. Phelan might say to himself: "Well, we are bound to get the trade anyway; it takes too much time to dress windows." And still a big trade would come, because of the location. But what of the hundreds that did not know what they wanted until they saw the actual display? Note what Mr. Phelan says in the next paragraph or two.

What One Display Did

In the display which is reproduced herewith, Mr. Phelan's desire was, of course, to stimulate the sale of Hallowe'en novelties. Here, thought he, was his best medium, and the little plan adopted did the trick. "Our business last Saturday was very heavy, and that window did it," was the substance of his reference to the results obtained. "The difficulty is to keep enough of these specialties in stock to meet the demand. I think we will run out of them soon.

"A woman may be passing in front of the store, as with this display of Hallowe'en goods, and be attracted to the window. She likes the suggestion and says to herself, 'I think I shall have a party for my children.' And so she comes in and perhaps buys a dollar's worth of these special goods. Had she not seen the display she wouldn't have thought of buying. This window easily doubled sales of these particular goods.

"The way to sell goods is to let prospects see them. They cannot be seen unless displayed—the more effectively the better."

A Trade-Winning Window

This window sold a lot of Hallowe'en specialties right during the progress of a rain storm. Mr. Phelan attributes to this special display a phenomenal increase in the demand for purely Hallowe'en specialties. He believed that they would soon run out of stock. Ob-



serve the table in the foreground, upon which the various necessities of a well-ordered children's tea party are arranged, including the candles. To one side is the old iron pot suspended from a rustic tripod, and on the extreme right, a ghost. The background is arranged of ribboned crepe paper, black and orange being the combination. The paper shade on the electric lamp in the window gave a pleasing and attractive effect at night.

BOOKSELLERS' METHODS

For advertising purposes, Murray's Bookstore, Ingersoll, Ont., characterize their store as "The Gift Shop."

Peel's, Market Square, London, Ont., specialize in bazaar and church fair supplies and mechanical toys.

Grafonolas and records constitute an important branch of the business of the Alberta Bookstore, of Medicine Hat, and liberal newspaper space is used in promoting this branch of the business.

A HALLOWE'EN TEA PARTY

The Foster-Brown Company, of St. Catherine Street, Montreal, exhibited a display of appropriate accessories for use at Hallowe'en, which commanded attention. It was not too elaborate and therefore a description of the plan should be adaptable to the average community. It is, of course, too late to act on this for 1919, but dealers should have a tickler file in which to put suggestions such as these to come up at the proper time.

Using orange, black and white as a color scheme—and by all means the best possible combination for showing the weird accessories used on the memorable occasion of Hallowe'en—the window-dresser used these shades of crepe paper in making up the background, etc. The background and the side ground were panelled—three panels in the back looking well. Through a deft use of these shades, the panels, when finished, afforded effective backing for cut-outs of black cats, witches, etc., while pumpkin cut-outs were also effectively attached.

In the back of the window, and cornering it, a table was arranged and covered with crepe paper. Two candlesticks, with shades, were placed on this and paper tubs, pails, etc., and a variety of cards and cut-outs were arranged. In the foreground, invitation cards and various cut-outs were tastefully arranged.

A GOOD BOOK AD.

McCullough & Co., New Glasgow, adopted a novel method of advertising Cora Harris' new book. The big type heading of their newspaper advertisement was:

"DO YOU WANT TO KNOW HOW TO MANAGE A HUSBAND?"

Then followed this paragraph:

"Does your husband still pay you compliments? Does he still tell you how nice you look? Or does he take you for granted? Do you still dress to please him? Or are you so sure of him you don't care? Are you like Mrs. Madden was before the 'other woman' came along? You can avoid the mistake she made and learn exactly how to manage a man. Begin to-day by reading:

"HAPPILY MARRIED"

Murphy and Chapman, commercial stationers, started in business at 799 Granville Street, Vancouver.

Mills & Co., have succeeded J. B. Bender in the book and stationery business at 12 King Street East, Kitchener, Ont.

A. R. MacDougall, of the A. R. MacDougall Co., Toronto, England.

GIVE CANADA CREDIT

The statement that U. S. jobbers are pioneers in the trade service of supplying Christmas gift advertising posters for the use of retailers of variety lines, as given in an interview with a variety store proprietor of the West in the course of an article on "A New Type of Variety Store," appearing in the September BOOKSELLER AND STATIONER, is disputed, and in a letter to the editor it is pointed out that Stedman Bros. have for the past seven years been affording these advertising facilities to retailers on a free basis, instead of making the charge indicated in the article in question. The belief is expressed that this was being done on this side even before the idea was introduced in the U.S. trade.

Samples of the posters supplied accompanied the letter, and of these a four-sheet list of Christmas goods with the imprint of Walter R. Pennington, of Dunnville, is especially worthy of praise.

This list illustrates a large variety of articles, being especially strong in 5c to 25c goods.

Dolls are conspicuous, priced from 5c to $5 each. Picture books and juvenile books, and holiday papeteries are also conspicuous.

ON A 3 PER CENT. INVESTMENT

If 86 per cent. of all failures are caused by personal incompetence, why do 63 per cent. of those who remain solvent fail to make more than a bare living? Because 90 per cent. of all merchants do not advertise and do not believe in advertising, declares Frederick P. Mann, president of the North Dakota Retailers' Association and head of one of the most successful small town department stores in the country.

"There are but two things," says Mr. Mann, "that can make merchants out of a country storekeeper—better advertising and better merchandising. But better advertising comes first. For our opening day in our little country grocery store thirty years ago I took an unusual advertisement—the front page of the local newspaper. No one else in our little town advertised. So I wrote what I supposed was a 'snappy' ad., and it seemed to take. Our first year we did a business of $23.000, which was a surprise to some of the old timers in that section.

"I believe that 90 per cent. of retailers do not advertise and do not believe in it. But when the mail order houses send 32 carloads of catalogues for distribution from one small North Dakota town, how can merchants who must compete with them think they need not advertise?

"A merchant recently complained to me because of his poor business. He said he spent $175 a year in advertising and that he did $40,000 worth of business. I told him that 3 per cent. is a conservative amount for the average retailer to invest in advertising. In our own business we invested $7,000 in 1918 and will invest $8,000 this year in productive publicity."

Specializing in Technical Books

Now is the time to begin Technical Book specializing. Look up any of the query columns in the technical journals line and you will find the bulk of the Answers give details of technical volumes recommended. That is one sign of the topical demand. Everywhere there are indications that the technical book is on the "boom" wave.

The astute bookseller can be getting ready for that demand NOW. But, he argues, "I know nothing about Technical Books." He can very soon learn. My suggestion is that he get a card index box straightaway, especially devoted to Technical Volumes. Make a list of the Technical publishers. Write up to each asking for two copies of their full Technical Books List. Cut out all references to books on a given subject. Say it's Electricity. Take that as the master word. Then paste up or write the details of each book dealing with electricity on a separate card. Leave room on each card, relating to each volume, for any additional information that may be useful.

Ask these Technical Publishers, as they issue new volumes or new editions upon such popular subjects as aviation, shipbuilding, mining, electricity, engineering, mathematics, draughtsmanship, Civil engineering, marine engineering, wireless telegraphy, motor engineering, structural engineering, surveying and levelling, to advise you. Those little cards in the card index box are going to grow into a technical book information bureau!

Advertising the Goods

Now to get in touch with likely customers! Have a little card printed, reading:

A big range of Technical Books
on every subject can be inspected
free of charge at
ROBINSON'S BOOKSHOP
10 Barlem Street

There is no pushing to purchase.

Make arrangements with the head of each manufactory to have it exhibited in a prominent position in the workshop.

Put an advertisement in your local newspaper weekly—advising all new volume arrivals. Then watch your technical book business grow! Don't be alarmed or dismayed if the orders don't come in dozens at once. Watch it grow and keep your card index box up-to-date.—Cassell's Book Talk.

A PERSONAL TOUCH THAT PAYS

At frequent intervals The Book Shop, in Chicago, notifies its customers of the arrival of new books in which they are likely to be interested.

On the first page of the leaflet, says "System," in the centre, "Mr. Hayes" appears in longhand after the printed "Memorandum to." The shop's trademark, name and address, appears in the upper left-hand corner. On the inside pages the titles are written in longhand. Sales have increased appreciably since this leaflet has been used.

Loose Leaf Sales Depend on Salesman

Sale of Loose-Leaf Books and Binders Has Greatly Increased—Suggestion of Salesman Vital in This Development—Price Not a Deterrent in Putting Sales Over

SUGGESTION plays the most important part in the development of loose-leaf book sales of to-day, is is the opinion of J. Sutherland, manager of Chas. F. Dawson,Ltd., Notre Dame St., Montreal. The salesman is the greatest factor in putting sales across, and it is to him that the customer looks for definite suggestions and for the advice which finally results in sales being effected.

Mr. Sutherland stated to BOOKSELLER AND STATIONER that the development of loose-leaf business was simply wonderful, and that the annual turnover of to-day for books made on this principle is many times greater than it has ever been. It is growing constantly. Questioned as to the reasons for this growth, Mr. Sutherland believed that the influence of the salesman was far-reaching in securing the greater turnover. "People really do not know just what they want or what they need, very often, and it is then left for a salesman to instruct them and advise as to what they need for a given purpose. It is very important that he take an interest in the customer."

Styles and Prices

The loose-leaf idea has come to stay, and of course the variety of styles that are obtainable is practically limitless. It would be difficult to outline what would make a comprehensive stock for the average bookstore—that would naturally depend upon the location of one's store and the constituency which it served. For instance, the Chas. F. Dawson store does an immense annual business in these goods, and within a relatively small area. "We do not go outside the island of Montreal," said Mr. Sutherland, "in fact we serve a comparatively restricted area."

In view of the fact that the salesman is so vital a factor in the ultimate sale and distribution of loose-leaf books, it will readily be seen that he may build up, to a great extent, a select trade. Acting as an educating medium, he will be able to govern the extent of his stock and its character, really being the moulding force in his own immediate community as far as these particular goods go.

"We have little complaint as to the price of binders or books," continued Mr. Sutherland. "A book that used to sell for 65 cents will now be worth $2 to $2.50, and yet there is no serious objection to the price. But, with us, profits are not excessive and are much smaller than they used to be. We aim to get a much larger turnover, and to this end we must have the prices that will secure the business."

Go Get the Business

Following out this principle of developing turnover, the Chas. F. Dawson Company has gone after the business that once they did not seek seriously. This is the bigger business that is well worth having, even though it may not yield the "unit" profit that comes with selling to the smaller or more ordinary class of patrons wanting but one of a given article. For instance, it has proven to be good policy to secure orders for dozen and gross quantities of given office supplies. Ordinarily, over the counter, the customer will take one, or perhaps two. But across the street, it may be, a few blocks away, or in another section of the city, someone, somewhere, is a prospect for a good, round quantity of a given type and size of loose-leaf book it may be. Realizing that he is entitled to this on such terms as others would give, Mr. Sutherland, acting upon this principle, goes after it. With a large sales staff in the retail store to keep employed, it has proven immensely worth while, in the long run, to chase this business, and now the orders come flowing storeward.

Perhaps a new line has been secured. This is introduced by circular letter, in many instances, and such a plan proves its worth. The advantage of so following up one's prospects is that of interesting them that you want their business, and that you appreciate the fact that this new line will perhaps just fill a want that exists in the office of the prospect to which your message is addressed. It bears out the idea first conveyed—that of suggestion. In modern business this is playing a more and more important part every returning season. And, since so wisely and profitably used by the dry goods merchant, the jeweler and the score of specialty stores that cater to the fancy of the buyer, the bookseller, taking a leaf from their book, can turn it to his own account, surely. The personal letter "carries home," and "brings back." It is wisely-spent advertising of the most direct sort. And, until a personal inspection can be made by the prospect, the letter awakens, or should awaken, some interest.

Difficulties Removed

Mr. Sutherland feels that many difficulties have been eliminated by the manufacturers of binders and fillers. For instance, there was, originally, and for many years following, a wide variety of styles which made it most awkward for the dealer. Such a plan was really unwise. A manufacturer will naturally secure a certain amount of trade for his particular line, whatever that line may be. But when there are so many diverse styles there will be less dealer co-operation, and manufacturers will have learned already that they cannot put over sales without this co-operation. A vital thing it is, as a matter of fact, to win the confidence and the assistance of the retailer if sales are to be active for a given line. The consumer advertising, all right in its place, will not secure the outlet for the particular merchandise in question if you have not the goodwill and the enthusiastic support of the dealer with you.

And so, of late, there has been a tendency to standardize, particularly in the matter of ring books. The popular styles now used are those of the three and seven ring principle, Mr. Sutherland states. There has been an attempt by some to eliminate one and stick to the other, but as yet there are strong advocates of both styles, and perhaps both will be continued for some time to come, if not indefinitely. Opinions vary greatly as to which has the greater strength in holding the sheet.

Who's Boss Now?

In the course of this interview, Mr. Sutherland referred to the fact that the merchant has, to-day, no little difficulty in manning his departments and in securing and maintaining that class of help which he desires. Never in all their history has this firm encountered more real difficulty in securing the help that it requires for handling an increasing business. In the very nature of modern merchandising the demands call for men who know, who are, in reality, experts in their line. The problem of engaging help has therefore to receive close attention. "But you cannot get the help you want these days. We advertised for several weeks and could not get men; there were practically no applicants," said Mr. Sutherland.

Then there is another difficulty, and it, too, is no small one. It is in connection with the treating of one's help. The time has come when the employee, in many ways, and to a great extent, is king. He makes demands that employers would not have tolerated even a year ago. Not that a good employer will not meet his men half way, or even go beyond this and adopt the scriptural admonition, "He that would have thee, go with him a mile, go with him twain." Some of the attitudes adopted toward employers are really not fair.

"It is necessary to be on the job early these days," continued Mr. Sutherland. "I am on the job every morning at eight o'clock, and one has to keep close watch on things."

This shows the important of keeping abreast of one's business. And when business is brisk, then is just the time when the "eternal vigilance" of a

thoughtful merchant will be exercised. And it is perhaps this closer contact with his men, in both store and factory that enables Mr. Sutherland to know his men so well, and to thus be in a position to deal with them and know their peculiarities and temperaments.

Don't Forget Anything

While the emphasis has been placed, in the foregoing article, upon the increasing importance of loose-leaf books in the sales of the bookseller, and which applies particularly to the purely commercial stationer, the methods used by the Dawson firm are of the same nature in seeking orders for other lines. Office supplies in general are the backbone of the Dawson store's trade, and of course this business has to be sought. It is necessary to be expert in the knowledge one possesses regarding such lines, for there are certain technicalities connected with various stationery and better office supplies that canont be grasped by the novice.

In the very nature of modern office system, suggestion on the salesman's part has become so vital as to be responsible for the securing of worthwhile orders. It may be that some office men are constantly alert as to what's new. For one who is, however, it would be safe to say that there are ten, twenty, perhaps fifty who are not. Therein lies the salesman's opportunity. Fortified with his innate as well as his acquired knowledge, it is upon him that the responsibility will rest in putting sales over. As Mr. Sutherland asserts, he is the big factor. And, of course, where soliciting is done personally, as well as by letter, a great opportunity presents itself for showing wherein, and how, a certain "accessory" will be of advantage to a given prospect. The hundred and one new ideas that are being placed upon the market each year must be pushed to the limit if the dealer is to increase his sales and keep stock right up to the minute.

30,000 PEOPLE AT DAYTON, OHIO

National Cash Register Company Employees Hold Monster Field Day

Dayton, Sept. 22.—30,000 Dayton folk turned Hills and Dales Country Club into one large picnic on Saturday. They were the factory employees, and their relatives, of the National Cash Register Company. Every picnic requisite was there—in fact it was more like a fair. Side shows, bands, clowns, races, ball games, dancing, refreshments, fire works, moving pictures — all were in evidence.

Refreshments were served at noon and at night, cafeteria style, from 85 long tables. The 650 waiters at noon served over 20,000 people in 16 minutes. The waiters hadn't time to accept any tips.

The entire picnic was planned and directed by the men in the N.C.R. factory. All the company did was to foot the bills. The men planned the big parade from the factory to the picnic grounds, hired the entertainers, bought the refreshments, did everything. The executives were gusts.

Picnic a Family Affair

President John H. Patterson of the National Cash Register Co., in speaking of the reasons for the picnic, said:

"We want our people to know each other in a social way, as well as in a business way. We want our foremen and superintendents to meet the men's wives. We want the men to meet the wives of their superiors. We want their children to play with one another. We know that the more everybody in our organization knows of everybody else, the happier they will be in their work, the better they will get along together.

"I felt very happy as I walked through the grounds to-day. It seemed just like a big family reunion. It is a big family reunion. So many people came up and shook hands with me and reminded me of the days when our business was small and when they were part of the little organization which worked so hard for the future."

NEW ENVELOPE FACTORY

KITCHENER, Oct. 31.—The Kitchener Envelope and Stationery Co. is a new industry to open a plant here. The company has started operations in the factory space formerly occupied by the Mitchell Button Co. Arthur Boehmer of this city is president and general manager of the new concern.

LONDON, Nov. 1.—Sir James Barrie, the novelist, was to-day elected rector of St. Andrew's University by 283 votes to 139 cast for the Marquis of Bute. He succeeds Earl Haig.

Ella Wheeler Wilcox died at her home at Brantford, Conn., on Oct. 30.

Better Business in Office Furniture

End of War Has Changed Attitude of Business Concerns in the Matter of Putting in New Equipment—This Spells Opportunity for Dealers

WHILE the shadow of war hung over Canada, and the watchword of the wise was economy, there was little inclination on the part of the business man to launch out into unnecessary expenditure on office furniture. The old desk, the filing cabinet and the office chairs which had done duty for so long would suffice, at a pinch, to fill the requirements of the moment until more settled times should come. But with the lifting of the overhanging clouds all this is changed. The man who for four years has curbed his inclinations to bring his office accommodation into line with his growing activities and increasing business, now feels justified in making that expenditure necessary to enable him to carry on his business with some degree of comfort, hence a demand that is growing daily more insistent for office stools, desks, cabinets, chairs, and other office equipment. Not only is this the case with office furniture, but there is also a healthy domestic demand for all furniture products of Canadian factories for those who are setting up new homes. Only last week a salesman of one large Toronto furnishing house informed BOOKSELLER & STATIONER that he had himself booked orders for over $10,000 during the week, and nearly all for couples who were about to be married and were starting housekeeping.

The capacity of the production facilities of the Dominion is being taxed to the utmost, and incidentally, a large portion of the demand is for the comparatively costly lines of furniture. The fact that the prices of lumber of all kinds have been rising steadily in the last few months and that the upward trend shows signs of continuing, has evidently acted as a spur on buying both by wholesalers, retailers and the public. In many cases furniture factories are being enlarged to take care of present and prospective business.

It is, however, more especially in the demand for office furniture that the stationer is especially interested, and for the dealer who includes the sales of this line in the range of his activities there is a bright prospect of good business ahead. For office desks, especially, the demand is likely to be of considerable proportions. Quarter cut oak has become very scarce in Canada, and prices are described as almost prohibitive. Quotations are much higher in Britain than they are in Canada. The prices of raw materials explain to a large degree the anxiety of the British trade to buy Canadian furniture. Other portions of the empire are also coming into the market for Canadian office furniture. Catalogues of a Canadian firm showing a line of desks reached South Africa and resulted in a number of enquiries coming to this country. Manufacturers believe that a profitable trade with South Africa in office desks is fairly assured.

The shipment of an initial order to Great Britain marked Canada's entry as a producer of office furniture for foreign markets. Thus there is every indication of a growing desk making industry that is likely to develop to large proportions.

Trade Outlook in Dolls and Toys

Many Jap Lines Not Available This Year—Ten to Fifteen Per Cent. Advance in Prices of Domestic Dolls Since Spring—Some New Lines

ACCORDING to the buyer of one of the large Canadian houses, the greatest change that the retailers will find over one year ago is in connection with Japanese toys. They have cut out a large number because they said it did not pay them to ship them over with the high freight rates. Not that these rates are higher or nearly as high as they were one year ago, but the demand has been so great for other less bulky lines that their profits on these induced them to decline the more bulky lines, which often were less expensive. For instance, we have not been getting any of those stuffed animals in which the Japs have been making such a drive for a few years past. Nor those numerous metal toys such as Jack-in-the-Box; nor the baskets they sent over last year, and many other lines.

But they have been going more than ever into the making of dolls, and this year, besides the character dolls they have been making for every nation, and the bisque dolls, they are going into imitation kid dolls, and are getting as good results as the Germans used to, but the price is three times as great. The trouble with the larger sized goods is that freight rates are charged by the cubic foot in most cases, and when smaller but as high-priced goods can be shipped it does not pay to meet the higher costs of freight on the larger goods. These freight charges are paid in connection with buying the goods instead of at the Canadian end; they are included in invoices.

China tea sets are coming out in large quantities as before.

Higher Prices For Repeats

In dolls from this side, repeat orders call for from ten to fifteen per cent. advance, so that the retailer will be up against this in his late orders as compared with placing prices early this year. Both the Canadian and United States doll manufacturers have made good progress this year, although they have not reached the perfection of the before-the-war dolls.

So far as England is concerned there is little change over one year ago. The lead soldiers ordered by this buyer are not to hand yet, and may not come. Mechanical toys are coming all right, and games, sporting goods—which are very high in price, picture blocks and books, etc. But there is little development seen during the twelve months.

From France there is some improvement, especially in the cheaper lines of rubber toys, perfumes, etc.

Celluloid toys the retailer will find at higher prices than before.

Then tin toys are very high and much scarcer than they were. Bugles, for instance, and other similar lines are not coming from Japan on account of the low prices compared with other lines, and we are finding a scarcity in these. In many cases the price advance is met by manufacturing a smaller article for the money so as to keep the five, ten, fifteen and twenty-five cent prices as before.

The hollow balls are still coming from Japan in grey, terra cotta and fancy colors, but we depend on Canada for the solid ones. Before the war these came from England and Germany. There is a slight advance in balls.

In sporting lines generally there is a threatened scarcity. During the past summer, with the men of Canada and the States back from the front, there has been a tremendous demand for sporting goods, and this next summer it is predicted there will be a record sale.

Among the recent arrivals on the Canadian market are some well-formed dolls made of enamel on brass. These are of metal, even to the eyes, and have steel springs in the joints. They are featured as indestructible and will retail at $3.00 to $5.00 each. While small in size their lifelike expression, and other characteristics mentioned, will no doubt find them a ready market.

The "Push-a-bike" is a new skooter for boys. It has wooden wheels made and painted to imitate rubber-tired auto wheels.

There is a range of Canadian graniteware kitchen sets for little girls. These are not too small to be of real use and are constructed and finished just like the full size utensils. No doubt many will consider these toys as a real practical buy for Christmas, since they can be used for small quantities quite conveniently.



"THE PUSH-A-BIKE"

It has steel axles and there is spring in the seat. The wheels are solid wood, painted to resemble spokes and rubber tires.

A range of "French" wooden parlor games, well made and finished, is offered These are suitable for adults as well as children and are among the high class offerings in Christmas games. They retail at $3.50 to $8.00.

"Kewpie" and "Splash Me" are on the market in a new light. Their later purpose in life is to sit on Milady's dressing table and house her talcum powder. They are fitted with shaker tops on the back of their head, and are filled from the feet. These are already exceedingly popular in the United States. "Kewpies" in general, whether of celluloid, composition or marble, are quite as popular this year as ever before, and are to be had in a greater range of sizes than last year. The pensive "kewpies," that is, those with their elbows resting on their knees, are in bigger demand than they were last year.

The "Bunny" bank is an item that is meeting with favor this year. This bunny is nicely finished in brown and white with a green coat.

There are some very nice weave chintz cushion tops with designs to fit the cushion, priced at $3.50. These are novel and attractive in their colorings and will make a good Christmas item.

TOY TRADE NEWS

Toys and novelties form an extensive part of the stock-in-trade at Cragg's Bookstore, Bridgewater, N.S.

A report from Tavistock, Ont., is that two returned soldiers, Capt. Parker and Capt. Ed. Kaufman, have entered into partnership and have rented the Kalbfleisch Sash & Door factory, where they expect to manufacture toys.

A new industry has located at North Bay, Ont., the new concern being the Rayner Manufacturing Co., who make a specialty of the manufacture of toys, especially wheeled playthings. The Rayner Co. have also a number of patented household specialties, such as ingenious clothes lines and rope buckles.

A Dominion charter has been granted to the Smith Doll and Toy Co., Limited, of Dunnville. The company, which is capitalized at $150,000, will manufacture and deal in dolls and toys.

Follansbee & Co., stationery, school supplies, etc., Newcastle, N.B., carry a good line of toys.

Disabled as a result of the war, H. M. Smith, of the Peterborough branch of the G.W.V.A., has turned to the manufacture of toys to supplement his pension. In the rooms of Provincial Secretary W. E. Turley of the G.W.V.A., there was a most attractive array of samples of very fine workmanship, consisting of model lead soldiers, horses and guns.

TO MEET HUN COMPETITION

LONDON, Sept. 12—Toys may be for the amusement of children, but they are very serious business for the British manufacturer, who fears that the trade built up during the war may now be ruined by German competition.

With a view to holding the Canadian market against German and United States competition, a number of British toy, fancy goods and stationery manufacturers have amalgamated to form the equivalent of a branch establishment in Canada, and have appointed W. C. Wade to take charge. Mr. Wade was for many years in Canada.

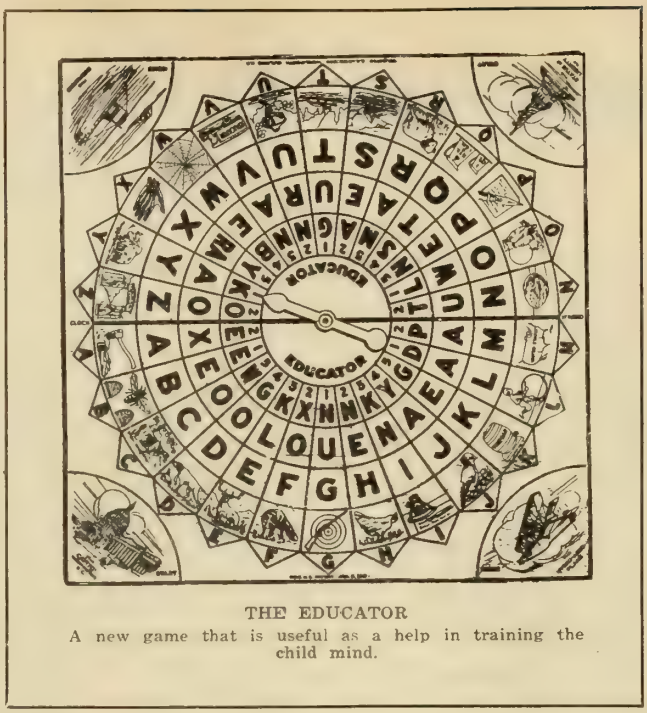
TOY EXPOSITION

The first annual trade show and exposition of toys and novelties is advertised to open Nov. 29, in the New York Armories. It will last one week. The offices of the Exposition Company are at 259 W. 34th Street.

BRITISH TOYS

Grown-up people with no children to teach them may marvel at the importance attached to the British toy industry, the future of which is being considered by the Board of Trade to-day. Toys are not always what they seem. The word is applied in some parts to manufactures of a most prosaic and unjuvenile kind; but the toys which are now causing so much commotion are children's toys—soldiers, dolls, wagons, engines and the like. Since the outbreak of the war set the country reckoning up its own resources few spheres of energy have been tended more carefully by the proper departments of Government than the toy industry. It had no direct bearing on victory in the field, though the machinery and workshops of some of the manufacturers were diverted to the making of munitions; but we had already a market in toys, which lay open to great development, and was important to conserve. This is why toys figured so prominently in the exhibitions of the Board of Trade, and why toy-making was considered an appropriate occupation for disabled soldiers and others.

A strong point about the British toy is the frequent superiority of its quality, but it has still to become cheap as well as good. During the war another quality has been added to it. Much inventiveness and ingenuity may be found in the toys made in the workshops of disabled soldiers and village communities; and this, one hopes, augurs well for the future. Good specimens of the newer British toy strike one as much more akin to the delightful playthings carved by Russian and Serbian peasants than to the mechanical products of Germany. There is art in them; they suggest the human hand, and for this very reason they may be handicapped at first in the market; but even so, there is always a sale, larger or smaller according to the taste of the people, for good work, if it is given a chance. Accuracy and inventiveness add much to the educational value of toys. Parents should know what subtle instruction lies in a toy made with brains.—"London Times."



THE EDUCATOR

A new game that is useful as a help in training the child mind.

THE EDUCATOR

The accompanying illustration is of a game called "The Educator":

It is a game of special interest to parents and other close relatives of the child reaching its A, B, C and 1, 2, 3 stage. By following the point of the spinning arrow (which, by the way, always has a fascination for children), they quickly and unconsciously learn the numerals from 1 to 5, and by seeing the letters constantly before them soon become quite familiar with the alphabet.

This game interests kindergarten teachers because of its help to them and the kiddies in their care.

The game board is beautifully tinted, durably mounted and so well varnished that it may be wiped off frequently with a damp cloth and thus be kept clean and sanitary. The pictures in the four corners and in the outer circle form unusual object lessons, every one of them being educational in plan and purpose.

Publicity Better Than Boycott

U.S. Manufacturers Depend Upon Advertising of American-Made Toys as Being More Effective and More Lasting Than Boycott of German Toys

THE toy industry in the United States means a gross retail figure of $40,000,000 annually, according to a statement of F. D. Dodge, Secretary of the Toy Manufacturers of the United States, which held a meeting at the McAlpin Hotel, New York, recently says "System."

Mr. Dodge said that before the war American manufacturers were able to supply about 60 per cent. of the demand here, but during the war the industry received great impetus. He said that there is no scarcity of American-made toys. An invitation has been received by the manufacturers from the Smithsonian Institution at Washington, D. C., to prepare a complete exhibit of all the American toys that were popular during the war. This will become a permanent exhibit at the institution. A committee was appointed to prepare the collection of toys.

A label, or identification mark, for American-made toys, has been adopted by the manufacturers. This will be placed on all cartons and on the toys themselves where possible. It bears a picture of Uncle Sam with a little boy and girl in each arm, and the lyrics:

American Toys

The pennies spent on little toys
For Uncle Sam's own girls and boys
In turn, of course, go back again
To our own loyal working men
American—the Workmen's Hand
American—'twas Built and Planned.
American—in Spirit, too.
America's Toy Gift to YOU.

Mr. Dodge said that the boycott of German toys, while a good idea, is not sure to be a lasting thing, so the American manufacturers have decided to keep up a strong campaign for "Buy American Goods," which, he considered, would outlast any boycott scheme.

Ex-Airman Fritz—"Trust me to find those British nurseries. I've dumped 'toys' on 'em before!"—"London Evening News."

(German toy-makers are again seeking a market for their goods in Britain and Canada.)

Prosperous Towns Mean a Prosperous Canada

By E. M. Trowern, Secretary, Dominion Executive Council, The Retail Merchants' Association of Canada, Ottawa

THERE are very few people in Canada who have not heard the argument used, that in order to pay our national debt we must produce more goods, whether they are from the forest, the mine, the field or the sea, The object is to exchange these goods for other goods that we require, but which we cannot produce. The more goods, therefore, that Canada can produce the richer she becomes, and the richer that she becomes the better business place it is for those who live here. If the above argument is sound for Canada as a whole it should also be sound for any part of Canada.

Makes for Progress

Competition among nations is the strongest incentive toward progress. The Canadian people are proud of Canada because of the ideals she has set up, and she is, therefore, proud of her flag and proud of her race. This is the incentive for higher development. To build up Canada we must do as all sane men would do in their own private business; they must build up their treasury, and so we must build up the Canadian Treasury. Hundreds of millions of dollars in the treasury of any foreign country are of no use to the Canadian Treasury unless we can get some of it by exchanging our products for it.

Would Become Dormant

If the world was one great commonwealth and there was only one treasury, we would become dormant through want of competition, and we would become lost through enormity. Competition is the mainspring that forces us on toward higher ideals. This is true in every position in life. The citizens of every city, if they are happy and contented, take a pride in their surroundings. They want their city to be the best in Canada, and they strive toward that end. This produces a healthy rivalry, and so it is with the towns and villages of Canada.

Variety and Style

Follow the argument a little further, and competition among the citizens for better homes produces a variety and style that lends a charm to life, and which could not be found where every house was built after the same plan and of the same style of architecture. If legitimate competition, therefore, is an advantageous incentive among nations, cities, towns, villages and individuals, it must be encouraged and not destroyed, providing it receives no special privileges and does not undertake to take advantage of its position.

Goes Hand in Hand

Wherever there is prosperity there is usually progress. Prosperity is not always represented in dollars and cents. If it were so and all the dollars and cents in Canada got into the hands of two people, no one could say that Canada's prosperity was impaired if the amount this year remained the same as last year, or was somewhat greater, but if this condition was produced we would begin to see evidences of lack of prosperity all around us.

How About This?

In making a survey of all the towns and villages throughout Canada, can anyone say that they see great evidences of prosperity? Can they see more stores being built or new additions to old ones? Is there more paint used than formerly on the store fronts? Are the stocks doubling up or keeping pace with the population? Is there a general appearance of prosperity all around? Are there more and better pavements, better fire-fighting appliances, more contented civic employees, better paid public school teachers, etc.? If not, why not? Could it be because of the lack of pride in the town or village? Is the money that is paid to the farmers or producers passing through the town or village and circulating so that all engaged therein can have an opportunity of being rewarded for their services, or is the money going direct to one or two large mail order houses hundreds of miles away, and starving the trade of the town?

Reduce Its Power

Take the actual trade and business out of a town and you reduce its power to pay taxes. Taxes can only be paid by those who have money to pay them. Mendicants and beggars never pay taxes. Every retail merchant who has a store in a town should make it a rigid rule to buy all the things he requires from his fellow retail merchants in the town. If the goods you want are not in stock, leave your order and encourage your fellow retail merchant to stock them. If retail merchants themselves patronize and encourage mail order catalogue houses, how can they complain if others do the same thing?

Keep It At Home

If you want your town to thrive you must keep your money in local circulation. You must constitute yourself a town booster. Canada's continued prosperity depends upon her live, up-to-date towns. It is far better to have eight million happy and contented people in Canada, all having enough work to keep them busy and sufficient salaries to enable them to lay something away for a rainy day, than it is to have thousands out of employment, thousands receiving starvation wages, thousands in the poor houses, and a few living in luxury and abundance. The more active, energetic towns that we have the more equitable will be the distribution of wealth.

Vital To Our Future

Canada's future depends upon the prosperity of her towns and villages. If the towns and villages of Canada decline, Canada will also decline. If you want your town to die, take your money out of circulation and send it away to a mail order house. If you want a thriving, up-to-date place where the people love to congregate, be a town booster; take an interest in the stores in your town; encourage those who keep clean, comfortable hotels, where commercial travellers can stay with comfort and obtain good meals. If you have a local paper, weekly or daily, subscribe to it, and if you are a merchant or a manufacturer advertise in it and see that the proprietor keeps everlastingly boosting your town. If it is worth living in it is worth boosting; if it is not worth living in we would advise you to move out as quickly as possible and give place to better men.

What Causes Rate of Exchange

Simplified Explanation of Reason Why Canadian Money at Present Time is Worth Less Than That of United States—Natural Result of Our Immense Imports—Mistaken Ideas on Subject Prevalent.

By C. J. MORRIS

THE present disadvantage under which the Canadian merchant who has payments to make in U. S. is laboring, has brought to light an extraordinary lack of knowledge regarding the most elementary principles of international exchange, not only on the part of the general public, but also on the part of business men and even of newspapers which attempt to instruct their readers as to the causes governing the premium or discount at which one country's currency may stand in relation to that of another country.

It is by no means infrequently that we find in the daily press statements to the effect that the imposition of an exchange rate upon Canadian money by the United States is by no means a friendly proceeding, and advocating retaliation by the imposition of a similar rate of exchange upon all United States money spent in Canada. Such remarks only show how utterly the writers fail to realize the significance of an exchange rate.

To threaten to impose an exchange rate or discount upon United States money spent in Canada at the present time would be a proceeding equivalent to that of a householder, without a pound of coal in his cellar and with coal almost impossible to obtain, going to his coal dealer in mid-winter and informing him that unless he were willing to supply him with coal at a reduction of five per cent. on the ordinary rates he would refuse to purchase any from him.

U. S. Money Needed in Canada

It is the very fact of our being unable to get sufficient United States money in Canada to pay for all we buy from the States that makes it worth our while to pay a premium for it. It is really we ourselves who, by offering a premium for United States money because we have such urgent need of it, cause our own money to be at a discount in relation to that of the States.

A few days ago a Toronto paper informed a correspondent who enquired the reason for the rate of exchange, that such rate represented the exchange broker's estimate of the holder's chances of payment. Presumably the rate of exchange, in this writer's opinion, was an insurance premium paid to the broker, who in return guaranteed the solvency of Canada and due payment of her obligations. A moment's thought will show that this could not possibly be the meaning of the present exchange rate of 4 per cent. on Canadian money, as that would mean that the chances against Canada going bankrupt were only 25 to 1.

It is doubtful whether one business man in twenty understands what a rate of exchange really is and how it is caused. It is, therefore, the object of the present article to endeavor to make it clear by a simple illustration which can be understood by everyone.

The various nations of the world with their different paper currencies might be compared to the merchants of a community who agreed to trade together, accepting one another's vouchers in payment for their goods. Let us suppose that in such a community B is a baker and P a piano maker. B purchases a piano from P and also sells him bread. Till the piano is paid for B simply hands P back the latter's own vouchers in payment, and no difficulty arises. B does not require another piano, but P still requires bread, so B still accepts P's vouchers. P is still selling pianos to other members of the community, so B uses P's vouchers to pay them for goods he buys from them and the arrangement still works well. Let us suppose, however, that a time arrives when everyone in the community has bought a piano and P's vouchers become a glut in the market, as no one requires them. B, however, knowing that P is selling pianos to a dealer in a distant city, pays this dealer a visit and asks him to buy P's vouchers from him. The dealer says he would be able to use them at some future time and offers to take them if B will allow him a discount on them. B is obliged to agree to this, and disposes of the vouchers for cash, less the discount. He then informs P that if he accepts any more of his vouchers he will have to charge him a percentage on them.

The Two Cases Parallel

Here we see that P is buying from B more than he is selling to him, with the result that his money (vouchers) is at a discount. It is not in demand and its value consequently falls. In the same way Canada has made immense purchases from the United States and has not made sales to anything like a similar amount, the balance in favor of the States amounts to hundreds of millions of dollars, which we must pay in United States money. United States money is therefore much in demand, and we have to pay a premium to get it. Whether we pay a premium on United States money or sell our own money at a discount is the same thing.

Reverting to the above illustration, it is not B's fault that he has to charge P a discount on the currency with which P pays him. He gains nothing by so doing. On the contrary, he stands to lose, for it is evident that so long as P has to pay extra for his bread he will not buy from B more than he can possibly help. In fact, he may consider the advisability of getting the bread from the city to which he is sending his pianos and where his vouchers are probably not at a discount. B, therefore, far from benefiting from the exchange he is compelled to charge, stands a very good chance of losing a customer.

Merchant Not Benefited

In the same way the rate of exchange which the Canadian purchaser is compelled to pay to the United States merchant in no way benefits the latter, but has the effect of inducing the Canadian merchant to look elsewhere to fill his requirements. At the best he can only hope to get orders for as little as his Canadian customers can possibly get on with, and at the most he may lose his customers altogether.

The premium upon United States money has exactly the same effect upon commerce between the two countries as the imposition of a duty of the same amount upon all imports into Canada from the United States would have.

Where the Money Goes

The question will naturally arise: If the merchant gets no benefit from the exchange, who does get it? Where does it eventually go? This brings us to the part the broker plays in the matter. It is manifest that the Canadian merchant who has made a purchase of goods across the border has no time to go running around among his fellow merchants looking for somebody who has made a sale in order that the amount he has to send abroad may be offset by an equivalent amount which some merchant on the other side has to send into Canada. In fact, where the imports greatly exceed exports, it would frequently be impossible for him to find such a person. This is where the broker comes in. He undertakes to act as a clearing house for all parties and will either sell or buy United States drafts, and the broker in the United States will either buy or sell Canadian drafts. So long as the volume of transactions each way is fairly level no difficulty arises, and he makes only a small charge, a fraction of one per cent., to recompense himself for service he renders. But as soon as one country's purchases exceed its sales he is faced with the problem of what to do with the suplus of that country's money which begins to accumulate in his hands. He undertakes to absorb the surplus in one way or another. It is clear it would not pay him to hoard it and receive no interest upon it. If therefore, he cannot transfer it to some country which

needs it, he will be compelled to purchase stocks or bonds of the debtor country and either hold them himself or offer them for sale at a price sufficiently attractive to induce purchases. It is to cover the cost of doing this that he charges a rate of exchange which varies as the excess of imports over exports increases or decreases.

Gold Payments Avoid Rate

One way in which a nation can avoid paying exchange is to pay in gold. Gold is the international medium of payment and has a fixed value in all countries and by sending gold in sufficient quantity to cover its paper money any adverse rate of exchange is at once wiped out. In the same way in the hypothetical case of B and P above. If P can pay B in ordinary money the question of exchange does not arise, but where P and B are issuing their own vouchers instead of money the value of these vouchers depends upon the demand there is for them and that is regulated by the amount of business each is doing. B being a baker, practically everyone could use his vouchers to pay him for the bread they required. If, however, B began spending very heavily and issued vouchers much in excess of the value of the bread he sold, his vouchers, too, would soon become a glut in the market and would be at a discount.

The writer has in the last month or two spoken with several retailers who could not understand why the exchange rate should necessitate their paying more for an article than they previously paid when that same article is selling at the original price in the States. The above explanation will have made this clear. The wholesaler from whom they purchase has paid nominally the same price for the article, but whereas formerly he could purchase the article with the Canadian dollar, he now has to pay with U. S. currency. To obtain this he has to pay practically $1.05 in Canadian money, and he is obliged to pass this extra cost on to the retailer.

Handbags are Scarce and Prices Up

Manufacturers of Fine Leather Goods Unable to Cope With the Demand for These Goods From the Retailers—Something About the Season's New Items

THERE is a scarcity in handbags, purses, and other fancy leather goods. In Toronto probably the greatest contributing cause for this condition is the scarcity of labor. The manufacturers have simply been unable to cope with the flood of orders, and the shelves of the warehouses are practically bare. There have also been advances in the leather market. Speaking of these advances, one manufacturer, in speaking to BOOKSELLER AND STATIONER, said that he bought eight months ago for next spring, and prices had gone up 30 per cent. in the meantime. Finished goods for this year are not more than 10 per cent. over a year ago, but those who did not get in early would have to ask prices next year quite a step in advance of this year.

Flat purses are selling well. While demand is rather active for novelty lines such as the new soft top canteens, pointed canteens wiith tassels, miser bags, etc., the bulk of sales is consummated in the more staple types, and manufacturers prefer making these. Much new help has to be takn in this fall and the output is materially greater when restricted to a few patterns, than when each bag or purse is inclined to have a construction all its own.

Some of the newer flat purses are rather small and square in shape, or if oblong, the handle is attached to the smaller side. These are only seen occasionally, however.

In fabric bags silk velvets and brocades are extremely popular. So popular are they, in fact, that a great variety of fancy frames and handles has been produced for them.

The newest handles show a combination of celluloid and silver, the celluloid being in a mottled color scheme to harmonize with the brocade and mounted with a fancy silver motif. A decided turn has occurred in handles for these frames. Last season practically all the frames were of the bag material, ribbon or celluloid chains like the frames. This year one sees a reappearance of the metallic chains, finished in silver to match the trimmings on the frames. Small links similar to those on mesh purses are used. One new type of all silver frame (which is still good), has a shield of V-shape portion on the flat sides, which adds an ornamental touch as well as taking all strain off the material.

Tassels for bags tending to an oblong shape are still in vogue.

One attractive new design is in heart shape, about 8 inches deep, and has a shirred band between the two sides, giving additional room inside.



THE LATEST MODES

Two of the newest models in fashionable bags. These feature the new frames made of colored celluloid and silver, with chain handles. Brocades and velvets are the leading materials for handbags.

Hugh Walpole, the author of "The Dark Forest," "The Green Mirror" and other novels, is delivering addresses in some of the principal cities. In Montreal his subject was "Creating a Novel," in which he gave an account of the stirring scenes he witnessed in Russia. After serving with the Russian Red Cross during the early years of the war, the British Government sent him to Petrograd to help promote pro-British sentiment. Mr. Walpole started life as a master in a boys' school, later going to London, where he worked as a journalist and novelist.

A TRADE COMPARISON

A fact over which Canadians might easily become jubilant is that, with but one-fifteenth the population of the United States, the Dominion does one-fifth the amount of trade. This statement is based on official figures just published showing the total of American trade for the year ending August 31. The comparison is made on the assumption that there are about eight million people in Canada and 120 million in the United States.

The report shows that the American's exports for the year totalled $7,415,000,000, Canada's $1,233,000,000, a proportion of one-sixth. Their imports were $3,233,000,000, ours $870,000,000, a proportion of one-fourth. Their total trade was $10,648,000,000, ours $2,103,000,000, a proportion of one-fifth.



Books

BOOK BY GEN. CURRIE

As General Currie has been speaking in every city to which he has been officially welcomed, his speech has been reported at length in the press. It has to be a slight review of the colossal achievements of the corps, but does not lack for convincing testimony of what the soldiers of Canada came through, and of what they did. The mosaics from which the picture is painted will only be heard and read fully when General Currie publishes the book he is understood to be writing, says the Winnipeg "Telegram." He proposes then to quote from orders and communications to show exactly the dominant place occupied by the Canadian corps in beating the German armies.

LAURIER'S LIFE AND LETTERS

In the October Century Magazine, Professor Skelton of Queen's University began "The Life and Letters of Sir Wilfred Laurier," a work upon which he was engaged even before the death of the great Canadian statesman. It is well known that during the later years of his life Sir Wilfrid had been placing in order the papers relating to his public career and had, indeed, written some memoirs himself. Advancing age made it almost impossible that he should finish such a work, and the task was intrusted to Professor Skelton, who had already written a short biography of the Liberal leader as one of the volumes in the Chronicles of Canada series.

GALSWORTHY'S ADDRESSES

There has just been issued in book form a collection of the memorable addresses made to various American audiences by John Galsworthy on his recent visit, peculiarly representative of his many-sided reflection and observation. The first, "At the Lowell Centenary," is a sympathetic estimate of Lowell as a man most notable for his combination of the qualities of poet, essayist, and publicist. All the papers are directed toward an understanding between America and England, who, the author feels, are destined to stand more closely together as time goes on. Written with great charm and deep feeling, they are among the very finest of Mr. Galsworthy's productions. The title of the volume is "Addresses in America—1919."



MARY CAROLYN DAVIES
Author of "The Little Freckled Person."

BEST SELLING BOOKS IN CANADA

Fiction

1—Rainbow Valley, Montgomery	134
2—Re-Creation of Brian Kent, Wright	128
3—Dangerous Days, Rinehart	90
4—Young "Visiters," Ashford	48
5—Lamp in the Desert, Dell	42
6—Sky Pilot in No Man's Land	38

Non-Fiction

1—Industry and Humanity, King	100
2—In Flanders Fields, McCrae	62
3—Rhymes of a Red Cross Man, Service	31
4—The Grand Fleet, Jellicoe	28
5—Same Old Bill, Streeter	20
6—That's Me All Over Mable, Streeter	20

A SUGGESTION

In considering the suitability of such volumes as Sir John Willison's "Reminiscences" as Christmas gifts, booksellers will do well to keep in mind that women are frequently in a quandary around Christmas time to know just what gift selection to make for husband or father. By suggesting such books as the one referred to here many additional sales of these books may be made.

Books as Missionaries

Wide Distribution of Wholesome Books in Japan and China Helps Spread of Christian Morals

IT is interesting to booksellers and a source of satisfaction to all missionaries to know that good, wholesome books are playing an important part in the spread of Christianity and Christian morals in the Orient.

"Pollyanna" is the year's greatest success in Japan, with "John Halifax, Gentleman," a close second, according to a report received by the Interchurch World Movement of North America, whose national headquarters are in New York City, from American missionaries in the Orient.

The missionaries report that while they are seeking to counteract the unwholesome Continental literature that is found in Nippon, the Japanese paradoxically have expurgated the love scenes in "John Halifax, Gentleman," in accordance with their peculiar sense of delicacy. The romantic proposal of the hero to the heroine, for instance, is indicated in the Japanese version only by a row of asterisks, with a footnote explaining "At this point he asked her to marry him."

Ralph Connor's "Sky Pilot" and "Black Beauty" also have prominent positions on Japanese bookshelves. The latter book is said to have had great influence on the treatment of animals by the Japanese.

In China "The Wide, Wide World," a favorite in school libraries here a generation ago, heads the list and it is said to be no unusual sight to see a stately Mandarin reading the Chinese translation of this book as he rides through the streets of Pekin or Shanghai in his sedan chair. Chinese readers are reported to a marked partiality for American girls' books dealing with boarding school life. Chinese women are pathetically eager for books dealing with travel and women's customs in other lands.

A commission of prominent American women, headed by Mrs. Edgar Greil, of Philadelphia, is now on its way to the Orient to spend six months in studying further means of popularizing wholesome American literature and using it as an antidote for immoral and atheistic books from Continental sources. The Commission is part of an interdenominational deputation of 30 prominent American women who will study all phases of the missionary problem in the East and its findings will be used by the Inter-Church World Movement in the formulation of its world program. The Inter-Church Movement is the organization through which the various Protestant bodies in this country are co-operating.

The deputation, among whose members are President M. Carey Thomas, of Bryn Mawr College, and President Ellen F. Pendleton, of Wellesley, was organized by the Women's Federated Council of Foreign Missionary Societies.



Selling Points About Timely Books

FAMOUS AUTHORS COMING

Vicente Blasco Ibanez, Maurice Maeterlinck, Lord Dunsany and W. B. Yeats are among the lecturers to be brought from Europe to America during the next winter season by the Pond Lyceum Bureau. Blasco Ibanez, will give among his lectures one on "The Spirit of the Four Horsemen" and another on "The America We Know." Maeterlinck will arrive in late December or early January and will tour the U. S., talking on "The Unknown Shore." Lord Dunsany will be in this country only from the middle of October to just before Christmas, going only so far west as Omaha. Yeats will go to the Pacific. St. John Ervine, author of "John Ferguson," now playing in New York, is also expected. It is reported that Hugh Walpole is also planning to visit the United States this fall.

These visits of authors and the newspaper publicity they will get will tend to increase the demand for their books

KIPLING'S ART

In the course of his "Avowals," George Moore pays strong tribute to Rudyard Kipling.

"I envy Mr. Kipling," he says, "his copious and sonorous vocabulary, especially his neologisms; he writes with the whole language, with the language of the Bible, and with the language of the streets. He can do this, for he possesses the inkpot which turns the vilest tin idiom into gold. . . .

"Mr. Kipling's world is a barracks full of oaths and clatter of sabres; but his language is so copious, rich and sonorous that one is tempted to say that none since the Elizabethans have written so copiously. Shelley and Wordsworth, Landor and Pater wrote with part of the language, but who else, except Whitman, has written with the whole language since the Elizabethans? 'The flannelled fool at the wicket, the muddied oaf at the goal' is wonderful language. He writes with the eye that appreciates all that the eye can see."

RIVER'S END

James Oliver Curwood's tale of the Canadian Northwest Mounted Police, "River's End," just published by the Copp, Clark Co., is one of strong adventure, with which is bound up a most appealing love story.

On the edge of civilization there are no traditions.

Men meet life with all the strength of soul within them. That is why the greatest stories have always been written, not of the atrophied emotions of society, but of the virile people nearest the great outdoors. There men may be good—or bad—but whatever they are, they are strong.

This new Curwood story is in the author's best style.

THURSTON'S NEW NOVEL

Of E. Temple Thurston's latest novel, "The World of Wonderful Reality," published by the Copp, Clark Co., a critic says:

"Once or twice in a lifetime—seldom oftener—something is written that has the magic touch of 'faery'—of the romance that is truer than fact. Thurston has done it in this novel—a glorious whimsy of truth and love and idealism clashing with the brutalities of a material existence—it is the 'Peter Pan' of youth."

A WOMAN'S WOMAN

Nalbro Batrley is the author of an absorbing story entitled "A Woman's Woman," which Small, Maynard & Co. have just issued. In this study of the development of a family she has a cross-section of American social history from the Victorian days of the early eighties down to the present time.

A WOMAN'S MAN

Great artistry is said to mark the work of Marjorie Patterson in her novel, "A Woman's Man," which, with ruthless analysis and vivisection, deals with a literary man who is forsaken by his art in middle life.

A TALE OF "PI-RUTS"

"Beyond the Sunset," a new novel by George Rothwell Brown (Small, Maynard & Co.) is set in an atmosphere of a wild and carefree life, colorful and dramatic, providing a moving, thrilling tale with love, adventure, daring, intrigue. With the same talent of a born story-teller displayed in "My Country," a most readable novel of the war, George Rothwell Brown takes us back to the days of Morgan and his cutthroats, Spanish buccaneers, bond slaves, and depicts a bonnie heroine who leads strong men, and us, through breathless, stern adventure.



H. H. KNIBBS, Canadian Novelist
Author of "The Ridin' Kid of Powder River."

GIRL OF O. K. VALEY.—

Robert Watson, who is on the staff of the Hudson's Bay Company at Vernon, B.C., is a Scot who came to Canada some years ago and who last year captured the reading public with his breezy, wholesome novel of the Old Land and the New, "My Brave and Gallant Gentleman." He is continuing in the work of putting the Pacific Province into literature and this fall there appears his "Girl of O. K. Valley," published by McClelland & Stewart, a simon-pure romance full of charm of atmosphere and vigor of action, by an author whose stories of Canadian life are distinguished by refinement of style and sentiment and touched with warm humanity.

After a short time of poignant happiness with the young lover who has welcomed her to Okanagan Valley, the nets of treachery and intrigue are flung over Kathie by her avaricious uncle and her jealous cousin Lizbeth. The solution of the mystery and the happy ending mark the author as a master of the Far North West adventure story.

As a character study of two girls, one blessed with aristocratic birth and bearing, and of delicate beauty of mind and body; the other a flamboyant arrogant young belle, this book will arrest the attention of all who admire vigorous, wholesome stories with a bit of mystery attached, and a lucky ending.

MARSHALL SAUNDERS

Miss Saunders' early home was Halifax, Nova Scotia. While she was assisting her father, the late Rev. Dr. Saunders, with some correspondence with Dr. Rand, then a professor in the University of Toronto, the suggestion came from Dr. Rand, "Why does not Marshall write stories?" The suggestion was repeated and the result was a burglar story which brought a cheque for forty dollars from a New York magazine. The young writer's air castles were soon shattered by the steady return of subsequent manuscripts, but in 1892 she found her true field in writing. Her "Beautiful Joe," the result of six months' careful work, won the $200 prize offered by the American Humane Society for the best story about animals. This book, like "Black Beauty" is now a staple among stories about animals.

Miss Saunders, in her new book, "Golden Dicky," published by McClelland & Stewart, tells the story of a valiant little canary and the other pets belonging to a delightful family of animal lovers. Throughout the many attractive incidents of the story Miss Saunders shows with her rare understanding of animal personality, how the happiness of human beings is interestingly and beautifully connected with the love and mutual service between themselves and their faithful animal friends.

Dicky and his lively companions, Billie Sundae, the dog, and Chummy, the sparrow, Black Thomas, the cat, and Nella, the monkey, rescued by the kindly Martin household after varied experiences in their early days, do their part in grateful animal service. Each tells his own story, full of narrative interest and sympathetic understanding both of both animals and people. It is a book that will be a rare treat to all animal lovers.



GRACE McLEOD ROGERS
Author of "Joan at Halfway."



ETHEL PENMAN HOPE
Canadian author, whose novel "Dr. Paul" is being well received by United States critics.



ANISON NORTH
Author of the fine Canadian novel, "Carmichael," of which a new edition is being brought out after being out of print for several years.

CANADIAN SINGERS

A most unique book and one that should prove a popular volume for holiday giving is "Canadian Singers and Their Songs," by E. S. Caswell. An original feature of this book is that it comprises a collection of photographs and autographed poems, including "In Flanders' Fields" and "What a Friend We Have in Jesus." It has been aptly characterized as being "A Chalice of Gems.

ETHEL PENMAN HOPE

The literary critic of the New York "Sun" has been devoting some attention to "Dr. Paul," the meritorious first novel by a Canadian, Ethel Penman Hope of Ottawa. He refers to this author as a "grown-up Miss Ashford," the point of his reference being the naively original and interesting point of view marking the author's work in developing her characters and working out the story.

THE GIRL OF THE NEW DAY

Ethel M. Knox, principal of Havergal Ladies' College, Toronto, has written a valuable book in "The Girl of the New Day." It deals with the girl's outlook on life and answers many questions which every girl faces.

THE BATTLE NOBODY SAW

In Winnipeg, Toronto, San Francisco, Buffalo—other places, too—the name of Byron Stauffer stands for a man who can tell a good story with the best of them, who has the art of oratory and holding an audience developed unusually, and who has, as one enthusiastic friend said, "A heart as big as his head." His book, entitled "The Battle Nobody Saw," presents Stauffer in most of his phases—Stauffer the story-teller, Stauffer the writer, Stauffer the preacher, and Stauffer with the big heart. Mr. Stauffer's material as presented here is chock full of the witty turn and epigrammatical phrase for which his writing, talking and story-telling are noted. He has the faculty of giving one a new outlook on life, of presenting things in a way you have not looked at then before, of giving a new and happy slant to old ideas, and also of presenting original ones which you in turn will be proud to present with a slant of your own.

Chapter 8, for instance, is headed "Who Cut That Man's Hair?" Who else under the sun but Byron Stauffer would have adopted such a title?

Thomas Nelson Page, Booth Tarkington and other American authors are arranging to have their books printed in raised type for the benefit of blinded soldiers and are paying the cost themselves.

JINNY THE CARRIER

Israel Zangwill has always been regarded as among the most serious-minded of authors, and this view was justified by the nature of his books, but his new book is in milder vein. The author himself characterizes it as a "bland" novel and for selling points, booksellers should absorb the preface in which the book is dedicated to the Mistress of Barsetts, in Essex. Here are two quotations from it: "It is largely from the vantage point of your Essex homestead that I have, during the past twenty years, absorbed the landscape, character and dialect which finally insisted on finding expression, first in a little play and now on this elaborate canvas.

"In bringing this rustic complex under the category of comedy I clash, I am aware, with literary fashion, which demands that country folk should appear like toiling insects caught in the landscape as in a giant web of Fate, though why the inhabitants of Belgravia or Clapham escape this tragic convention I cannot understand."

ETHEL M. DELL

"The Lamp in the Desert," by Ethel M. Dell, is the story of a great love, in a setting that the author knows well, India. In this land of mystery, intrigue and violent passions, the novelist shows us a man who is ready to sacrifice fame and ambition, even life, to shield from sorrow the woman he loves.

POLISHED EBONY

Octavius Roy Cohen's "Polished Ebony" is a portrayal of the modern Southern society negro. Florian Slappey, Lawyer Evans Chew, Sally Crouch, Semore Mashby, and the other happy-go-lucky characters of Mr. Cohen's stories are already familiar to many readers through the pages of a popular magazine.

THE FORBIDDEN TRAIL

Booksellers, recalling the good reception accorded Honore Willsie's previous novel, "Still Jim," will welcome her new story, "The Forbidden Trail," which will doubtless have a good run on the strength of the fine showing made by "Still Jim," as well as because of the equally high quality of this new tale.

A SERVANT OF REALITY

A point to be duly dwelt upon by booksellers in connection with the new Phyllis Bottome novel," "A Servant of Reality," is that it is a full length novel. This author has a big following of readers by reason of the excellent quality of her books, "The Dark Tower" and "Second Fiddles."

SIMON

In "Simon," by J. Storer Clouston, a mystery story, the plot has to do with a strange man who came one night to the house of the estimable and much-esteemed Mr. Simon Ratter, lawyer and procurator fiscal in a small town. The visit had a very curious effect upon Simon, as his housekeeper, Mary MacLean, noticed. He looked and acted, she thought, as though he felt that he was being watched. But his behavior did not seem of any particular importance compared with the tidings which, a couple of days later, amazed and shocked the entire district. Sir Reginald Cromarty of Keldale House, the most popular man in that particular part of Scotland, had been murdered.



J. WALTER BYRD
Author of "The Born Fool."



HONORE WILLSIE
Author of "The Forbidden Trail."



H. A. CODY
Author of "The Touch of Abner."

HELENA

The latest novel by Mrs. Humphry Ward is "Helena," in which is told the story of Helena Masson, who, at eighteen is left an orphan and becomes the ward of her father's close friend, Lord Buntingford. He is a man of fifty and is much perplexed by his new responsibility and all the more so when the girl later falls desperately in love with him. How Lord Buntingford extricates himself from his predicament is the theme of the tale.

THE GREAT HOUSE

Stanley J. Weyman, after a long silence, has written a new novel which has just appeared. Its title is "The Great House." It is a historical novel turning on a disputed succession, the disappearance and discovery of certain documents relating to the succession, and on the social unrest resulting from Sir Robert Peel's change of policy over the corn laws, which action broke up his political party.

THE WAR LORD OF MARS

Notwithstanding the adverse criticism of the Tarzan books, quite justified, as to the real merit of these stories, the fact remains that they are among the most popular sellers in the trade today, and for that reason alone, significance attaches to the appearance of any new book by the same author. That will suffice as a comment on the recent publication of "The Warlord of Mars," by Edgar Rice Burroughs, the story being a continuation of the adventures of John Carter, of Virginia, in the mysterious red planet.

JURGEN

Novel readers seeking entertainment, should be introduced to "Jurgen," by James Branch Cabell. An astoundingly clever chap is Jurgen, poet and pawnbroker. The book is a satire on man's eternal search after unattainable things. The book tells of Jurgen's journeyings in curious places; even the hell of his fathers and the heaven of his grandmother.

LARDNER

Ring W. Lardner's latest humorous book is "Own Your Own Home," a travesty on this slogan of the day. The hero and heroine, man and wife, have been living in a Chicago flat where was difficult to move around without bumping into the walls, so they buy a lot on the instalment plan and build a home of their own at Alliston, "sixteen miles west of the loop.". What happens is told in the familiar Lardneresque humor.

THE SECOND COMING

From Morgan & Scott, of London, comes a new book by Walter Scott, entitled "Prophetic Scenes and Coming Glories," representing that we are nearing the close of the Dispensation and that no sign is to be looked for, no prophetic event, no date astronomical or scientific to fix the year or day of the Lord's personal advent. "A mathematical demonstration of the time when the shout and voice of the Coming One summons the saints to meet Him in the air is absolutely impossible. Dates and all measures of time are connected with the sure word of prophecy. But Christ Himself in His passionate love for the Church is the great and grand Christian hope. We wait, watch, and look for Him."

CAN THE DEAD RETURN?

In "Miss Fingal," by Mrs. W. K. Clifford, published by the Ryerson Press, is conveyed with exquisite subtlety the possible continuity of one personality through another after death.

Aline Fingal is an amiable young woman whose excessively quiet life has reduced her to a dull impersonality. The first vital interest to enter her life comes through her friendship with Linda Allison, who has separated from her husband, though she still loves him. Aline meets with an all but fatal accident and Linda dies—apparently. In the succeeding pages the author, with the utmost delicacy, makes the reader come to feel that Linda lives on and finds the thing she most desired in life through her friend. "The book," says the London "Daily Express," "gives a new clew to a baffling mystery of existence nearer to us in dreams than in daylight."

ITALIANS IN AMERICA

An interesting new book is "Our Italian Fellow Citizens," by Dr. Francis E. Clark, president and founder of the Society of Christian Endeavor. It is a sympathetic treatment of the Italians at home and in America, giving something of their history, their racial characteristics, and their influence on American life. It is obvious that the process of Americanization cannot even be begun without such information about conflicting viewpoints, and the author is particularly well fitted, through his studies and travels, to provide just the data needed for carrying on this work so vital for the future of democracy.

JOHN McCORMACK

In connection with the publication by Small, Maynard & Co., Boston, of a most interesting book in their attractively bound volume entitled, "John McCormack: His Own Life Story," it is significant to quote this from a letter to the publishers by Mr. McCormack:

"With the manuscript of 'John McCormack, His Own Life Story,' nearing completion, I am writing to remind you that I wish it clearly to be made known that this is my one and only authorized biography—an official document of my life and career up till now.

"To my collaborator, Pierre V. R. Key, I have given full access to personal letters, private documents and all such other material in my possession. I have related to him the essential facts in my life as they occurred, and have exercised personal supervision in the preparation and editing of the manuscript.

"I feel that I have been most fortunate in having for this exacting work as able and sympathetic a literary craftsman as Mr. Key. He has caught completely the spirit of what I have undertaken to set forth and has humanized his writing with rare and colorful touch."

LEAVE IT TO DORIS

The author of "Prudence of the Parsonage," Ethel Hueston, tells another great story for girls in her new book, "Leave It To Doris."



DR. PELOUBET

The noted authority on the International Sunday School Lessons and author of "Peloubet's Select Notes." (Half-tone presented through the courtesy of W. A. Wilde Co.)

MAKING THE FARM PAY

C. C. Bowsfield, in his book, "Making the Farm Pay," of which a new edition has just been put out by Thomas Allen, tells how to get the biggest returns from the soil and how to make farm life more attractive and successful.

In reading this book we have been impressed with the author's large view of country life; he grasps the relation of farming to the entire life of the nation, seeing it not only as a practical farmer, but from the viewpoint of the statesman, the financier and student of affairs. By informing the farmer on the subject of market conditions he brings the producer and consumer closer together for their mutual benefit. By giving him the benefit of the latest agricultural developments and methods the author not only tells the farmer how to make more money, but how to make his life more happy and comfortable, how to make the farm so attractive that his young people will prefer to remain there rather than seek the uncertain rewards of the city.

CAUVELOT

Robert Cauvelot's novel, "Pervati," has the colorful setting of present-day India. It is the love story of an artist and Pervati, of the harem of an Indian maharajah.

ALASKA

In the Page Co.'s "See America First" series, the latest arrival is "Alaska," by Agnes Rush Burr, a de luxe volume with a map and 54 plates published at $4.

The volume presents a description of Alaskan rivers, mountains, glaciers, volcanoes, and other beautiful and unusual scenic features, together with the rare delights Alaska offers travelers, big game hunters, mountain climbers and explorers.

Considerable attention is paid to the towns and pioneer settlements; the Government railroad and Mount McKinley National Park; the resources of the territories and its openings for business enterprises; the primitive customs and present development of the Indians; romantic early history when the Russians, Spaniards and others sought its wealth; the gold rush days; present progress and future prospects..

ALSACE

One of the most attractive of the new de luxe holiday books is "The Spell of Alsace," by Andre Hallays, recently issued in the Page Company's "Spell" series.

This volume is charged with interest owing to the large place which Alsace occupied in the war and which for almost half a century had been under alien domination until the Teuton usurpers went down to defeat.

The author is a fluent writer, and his study of the character of the people, descriptions of Alsatian landscapes and appreciation of the Renaissance architecture of Alsace are most admirable.

The author deals very little with basic historical facts and this lack is fulfilled by a short history of Alsace by Frank Roy Fraprie in the form of an introduction.

GREAT LAKES NAVAL STATION

The Great Lakes Naval Station of the U. S. was comparatively insignificant before the war, but in a history of this institution by Francis Buzzell, just published by Small, Maynard & Co., Boston, it is represented as being the largest in the world, as a result of the U. S. entering the great war. This is a remarkable circumstance, considering that this station is situated a thousand miles from salt water. The book is one of interest and importance beyond the confines of the American republic itself.

A NEW O. HENRY BOOK

A new O. Henry book, "Waifs and Strays," was brought out in October. A dozen short stories never before published in a popular edition are here assembled. Together with them appears a wealth of anecdote, reminiscence, and appreciation of the man who invested with new wonder the City of Too Many Caliphs. Among the stories is included "The Snow Man," the last tale O. Henry ever worked on. Death, it will be remembered, struck him down before the end was reached, and Harris Merton Lyon—who now also is dead—finished the story in accordance with an outline O. Henry had sketched to him.

Bookselling Scope May be Broadened

Selling Books to Teachers—First of a Series of Articles on Developing Sales With Members of the Different Professions

By F. I. WEAVER

THE bookstore is an institution of vital interest to every school teacher. Not only is this accounted for by the fact that the bookstore is the source of supply for so much in the way of necessities for schools used both by pupils and by the teachers themselves, but the nature of the teacher's profession is such as to make them naturally inclined to the reading of good books, and for that reason every bookseller should keep in the closest possible contact with all teachers in schools, collegiates, business colleges and other educational institutions.

This should be done methodically. There should be an index card with the name of each teacher in the community giving personal data as to where the particular teacher in question is engaged and recording sales made to the individual teacher in question. This card should also indicate whether the store has the support of that teacher in the matter of selling supplies to the school where the teacher is employed. Efforts should never be slackened in the case of such support not being accorded the store, so that this discrepancy may be overcome.

Coming directly to the question of selling to teachers books of a general nature aside from text-books or supplementary reading for use in the schools and colleges, it will be found that all teachers and professors will invariably appreciate being kept posted regarding new series of books such as meritorious new novels, poetical works, important biographies, and valuable new books of other classes of literature.

Then there is a special field to be cultivated that will mean many additional sales of books for every bookseller who will intelligently take up this line of specialization in bookselling; this class has to do with books directly bearing upon the teaching profession itself. There are available numerous standard books of this class, and the best of them should form part of the staple stock of every bookstore. New books of a similar class are continually being issued, and teachers cannot fail to appreciate being kept posted regarding them.

Two volumes that have just been published are "Danger Signals for Teachers," by Dr. A. E. Winship, and "The Health of the Teacher," by Dr. William Estabrook Chancellor, both published by Thomas Allen, of Toronto. In the former volume Dr. Winship, who is editor of "The Journal of Education," takes up his subject with a sympathetic understanding of the teachers' problems. He tells them in his positive, incisive way, how to avoid the dangers which lurk in the class room and out of it. The book is practical and constructive throughout—glowing with common sense. There is an excellent section on the relation of the teacher and child that should promote contentment and success for any teacher.

It is a forward looking book which Dr. Winship has written; he is thinking of future generations. Always clear in his own vision, he realizes that the educational system must be the foundation of the new democracy, and that the cornerstone of this system is the teacher, who, he says, "is the one essential in making democracy safe for our children and our children's children. The teachers are the ones who take the risk in the battle with ignorance, tradition and immorality." He points the way to achievement for the teacher who wishes to take a part in the present educational advance movement that will make a greater and better world.

Personal Hygiene

In Dr. Chancellor's volume, the purpose in view is to promote health, strength and joy in the profession for all teachers.

How to meet the special problems peculiar to the teaching life is completely told in a clear, practical way by Dr. Chancellor. Diet, sleep, exercise, the care of the eyes and throat, the choice of a dwelling place and all other things pertaining to health are fully treated; nothing is overlooked. The first half of the book follows the case method and in an illuminating way, enabling teachers to make their own diagnosis, as well as learn how to avoid trouble. For it is a book on hygiene, preventive methods, rather than a study of disease; and this is what makes it of great value to any teacher, not those only who are in poor health. It is for all teachers, men and women, who wish to keep happy, magnetic and at the highest level of efficiency. It is a complete guide to health control, a book that will be frequently and profitably referred to by the teacher wise and fortunate enough to possess a copy.

Louis Tracy, the noted English author, addressed the Canadian Club, Toronto, on Oct. 28. His subject was "The Common Cause," dealing with many phases of the war.

"THE LITTLE BOOK STORE"

(From Charley Royal's Book of Verse.)

What a miniature world is the little book store
With its geography pictured in volumes of lore,
With every known country upon this old sphere
And thousands in "Fiction Land" almost as dear,
With its poets, philosophers, statesmen and sage
Who connected the past with to-day's flitting age,
What a vault for the treasures of those gone before
Is that same unpretentious, *Little Book Store.*

It's the one only place that our memories can give
Where the writers of all time, together, still live
With all of the characters of each age and clime
Who left their imprint on the records of time,
With armies of heroes and villains galore
And heroines fit for the gods to adore;
And I know that the spirits are hovering o'er
(In one great communion) the *Little Book Store.*

With every known subject minutely defined
It's the orchard of fruits from the world's greatest minds,
Life's garden of thoughts that can never decay
Where the flowers of speech live for ever and aye
In the chain of the ages, the connecting link,
A monument to all who took time to think;
To the fountains of knowledge it's the world's open door
Long, long may you prosper, you *Little Book Store.*

L'Envoi

And many's the man who passed the door
Who never looked in to the *Little Book store,*
Or realized that the man inside
Was doing a work of God's own pride,
And the bookseller, not realizing himself,
That the wonderful thoughts that came from his shelf
To a million minds some good unfurled
And made this a grander, better world.

WHITE SHADOWS IN THE SOUTH SEAS

In his book, "White Shadows in the South Seas," the author, Frederick O'Brien, essays to "bring the mountain to Mahomet," in that it is designed to be, not a book of travel in the ordinary sense of the term, but one presenting in a fascinating manner the charm of far-away places for the entertainment of people who have no prospect of ever being able to visit them. The book is copiously illustrated with reproductions of photographs taken by the author.

THE GREAT DESIRE

One of the outstanding novels of the year in point of genuine merit is Alexander Black's "The Great Desire." William Dean Howells, who, as the dean of American letters, speaks with authority, in the course of a lengthy appreciation of this book, says: "I do not know of any late or earlier American fiction, or, for that matter, English fiction, of so new a departure in form and spirit." Again he says, "I could not express sufficiently my comfort in Mr. Black's notion of a world so like the world which most of us have known in our own experience of life."

THE FACE OF THE WORLD

Jordan Bojer, whose book, "The Great Hunger," was such an outstanding one in point of achievement, has repeated his success in his new book, "The Face of the World." The hero of this book, a young medical student, with the characteristic restlessness of youth to-day, craves to shoulder the troubles of the world, but the lesson worked out is that in the end it is better to save one soul by faith in him than to shoulder the burdens of mankind.

MR. DOOLEY AGAIN

Another book in the Dooley series has appeared this season, its title being "Mr. Dooley on Making a Will and Other Necessary Evils." It has all the characteristics of its forerunners, and it goes without saying that it is one of the outstanding humorous books of the year. A Canadian edition has been brought out by George J. McLeod, Ltd.

BOOK NOTES

John Drinkwater, whose play, "Abraham Lincoln," has just been published in the U. S., and is about to appear on the New York stage, has arrived in America for his first visit. Mr. Drinkwater is to give readings throughout the East from his poems, which are about to appear.

In the press, shortly to be published, is a new book by Harold Spender, entitled "The Man Who Went." It will represent the drama of a humble citizen who volunteered for the war in 1915, fought through 1916-18, and returned to look for the "Newer and Better World," which he had been promised. It will appear in the "Stories of High Purpose" series.



JOHN DRINKWATER,
Noted English Poet and Dramatist, whose play "Abraham Lincoln" has scored a great success.

CHALMERS COMES BACK

W. J. Dawson's latest novel, just published by the Ryerson Press, is not only a charming love-story, but also an able and stimulating novel, dealing with the much-discussed problem of the returned soldier and of the attitude of the modern woman towards the conventionalities of life.

The opening episode of the story is Chalmers' return to consciousness, after an attack of shell-shock, to learn to his astonishment that the war is over. The next step is the taking up of his civilian duties and for this purpose he takes passage on the Mauretania to join an uncle in New York. On board is a young woman who strongly attracts him, while her philosophy of life is deeply shocking to one who holds old-fashioned ideas of womanhood. She is one of those whose moral scruples have been over-ruled by an extraordinary tenderness for the fighting-man. But there comes a day when she finds a flaw in her philosophy and makes the discovery that after all she is a conventional woman at heart. Ultimately these two adventurers find their life-work in a common cause, and when there comes the urgent cry from Siberia: "Come over and help us," they are ready to answer the summons.

DENA

Iowa Ardena Marsh is the full name of the heroine of "Dena," a new novel by Ella Waterbury Garaner. At fourteen, Dena, with the burden of her dreamy, unpractical father, Alonzo at just the most aggravating age a boy can be, and little William T. on her young shoulders! It was no wonder that Grandmother sighed and prophesied the worst, for she knew full well that Dena liked a good time as well as any normal girl of her age should. But Dena buckled down and in spite of many a lapse (delightful ones, too) from the ways her elders would have had her tread, she won through, and in the winning we get a picture of the wholesome life in a small town, the interests of normal, sane boys and girls, and the deliberation of a heroine of pluck, ambition, that will appeal to all readers who delight in real folks and incidents comparable with those in their own lives.

BEDTIME WONDER TALES

The Macaulay Co. of New York are putting out a new series of Bedtime Wonder Tales, in which an issue just ready is "The Babes in the Woods" by Clifton Johnston. The book has a most attractive jacket and illustrations in color. These books are intended for boys and girls of from four to twelve years old.

COMEDY FOR CHILDREN

A comedy in three acts is Eden Phillpotts' new book. "St. George and the Dragon," a book of 102 pages with paper cover, published by Duckworth & Co., of London.

"ANIMAL" TALES

Some of the newspapers have been ridiculing the practice of certain Canadian novelists in attributing human instincts to animals, wild and otherwise, and making them the heroes of tales of fiction. The Toronto "Star," for instance, says:

"Instead of telling the love story of a Rocky Mountain grizzly, or recording the emotional sensations of a sentimental rabbit, why should not our fiction writers turn to the exciting adventures of our railroad hounds, timber tigers, profiteer panthers, and analyze the emotions of the ratepaying rabbits as they dodge furtively through life, pleased if they escape being devoured, and arrive, at last, solvent at the cemetery?"

VARICK VANARDY

"Something Doing" is the title of Varick Vanardy's latest novel recounting the further adventures of "The Two-Faced Man." The book is published by Macaulay's of New York.

DR. ALDEN PASSES

New York, Oct. 7.—Henry Mills Alden, editor of Harper's Magazine, since 1860, died at his home here today after a long illness. He was in his 83rd year.

Dr. Alden was the dean of American magazine editors and a venerable, picturesque and dignified figure. He had a magnificent head and in his old age had the appearance of a patriarch. He was a descendant of the famous John Alden.

Dr. Alden was the author of a number of books, including "God in His World," 1890; "A Study of Death," 1895; and "Magazine Writing and the New Literature," 1908. He also collaborated with A. H. Guernsey, in producing "Harper's Pictorial History of the Civil War." He was a member of the American Academy of Arts and Letters.

BIG NOVELS COMING

A new novel is due for the coming season by Mrs. Humphry Ward. Other outstanding books to come soon are novels by Richard Dehan, author of "The Dop Doctor"; "September," by Frank Swinnerton; "Transplanted," by Gertrude Atherton, and "A Servant of Reality," by Phyllis Bottome.

GILLILAN ON HUMOR

"A Sample Case of Humor," is a new book by the well-known humorous writer, Strickland W. Gillilan. The book has just come from Forbes & Co., of Chicago. It might be well called a text-book of humor, for every kind of humor is described and illustrated, with an original story of the Gillilan brand.

Gillilan's humor is high grade—sane, well-balanced, and enjoyed by all sane, well-balanced humans. It has a vital relation to life and remains in the memory years after it is read. Real humor and pathos are not far apart, and so the reader as he turns these pages occasionally stops laughing to ponder on a choice bit of sentiment that reaches the heart.

STILL A LEADER

In an interview with the literary editor of one of New York's leading newspapers, a librarian stated that "Uncle Tom's Cabin" still sustains its place at the head of American "best sellers." Historical developments have not decreased the popularity of this old volume—neither the Mason and Dixon line, nor the war of 1914 have moved the book to a less prominent position on American bookshelves both North and South. A special holiday edition of "Uncle Tom's Cabin" for Christmas consumption is being brought out.

ARMENIA

The full story of Armenia's martydom during the late war will possibly never be fully told. From time to time, however, still one more chapter is added by the pen of an eye-witness or survivor. Such a one is "The Tragedy of Bitlis," by Grace B. Knapp, which includes the narratives of Grisell M. McLaren and Myrtle Shane, fellow missionaries of Miss Knapp in Armenia.



MRS. HUMPHRY WARD
Whose new book "Helena" has recently appeared.

BOLSHEVISM OR TRADE UNIONS?

Gustave Francq has issued a booklet entitled "Bolshevism or Trades Unionism, Which?" It is published in an edition to sell at 10c a copy, by the Montreal Labor World. Booksellers appreciating the timeliness and national significance of question will not be slow to take advantage of the opportunity for quick selling which this booklet affords. It comprises 32 pages, and is a remrkably comprehensive presentation of the question in compact form.

Kate Jordan's new novel just issued by the Ryerson Press presents as heroine Naomi Tway, a charming Southern girl, fine and sensitive, and with ideals and visions of beauty far different from the sordid conditions in her own dirty, wretched home. The slackness, the uncleanliness of her mother make Naomi's life a daily misery, until her horror at discovering the appalling secret source of her mother's income suddenly sweeps away all her natural affection and drives her forth into the world to make her way and realize her ambitions as best she may.

Thereafter she does indeed struggle against the winds—of poverty—of an unsuitable marriage—of a love that comes finally to possess her recklessly.

NEW AND FORTHCOMING

"The Trail of the Sourdough," by Chas. Royal, a volume of poems of popular appeal, is almost ready for publication.

Oppenheim's new novel, "The Box With the Broken Seals," appeared in October.

An English author rapidly coming to the fore is E. M. Dellafield, her latest novel, "The Pelicans," having added greatly to her fame as a writer of novels, striking a high note of merit.

The English poet, Theodore Maynard, is being classed with Rupert Brooke in point of the quality of his poems, a new volume of which has just been issued in a Canadian edition.

"Broome Street Straws," by Robert Cortes, author of "Walking Sick Papers," is to be brought out very shortly. "Peeps at People," by the same author, is also to come soon.

"The Mudlarks," a new book by Crosbie Garston, presents skilful, humorous stories of British Army life, mostly in France, a bit of Italy, and a touch of Africa. It is said to be as funny as Bairnsfather.

An announcement of interest to nature lovers is a new work by W. H. Hudson, "The Book of the Naturalist."

Breezy dialogue characterizes P. G. Wodehouse's new book, "A Damsel in Distress."

Remembering the sensational success of "Patricia Brent, Spinster," booksellers will welcome a new book by the same author, about to appear under the title of "The Rain Girl." It is said to be equally whimsical and entertaining.

Among Messrs. Watts & Co.'s publications for this month, of which copies have been received, are Mrs. H. Bradlaugh Bonner's "Christianity and Conduct," an examination of the influence of religion on life; Charles T. Gorham's "Plain Man's Plea for Rationalism"; "Health and Honor," by Mr. F. J. Gould, an attempt to convey sound knowledge of those sex questions which are so important, but so commonly ignored; and "Does Man Survive After Death," by T. F. Palmer, the latter being a candid examination of spiritualism.

CHILD VERSE

"The Little Freckled Person," by Mary Caroline Davies, is a book of child verse so piquant and distinctive that it ought to win comment from the serious literary critic. As naive revelations of child nature the little verses are really perfect gems—and they possess a flavor of style which makes the reader at once reminiscent of Robert Louis Stevenson's "A Child's Garden of Verse."

"Barbara of Baltimore" is a fine new story for girls by Katharine H. Taylor. It is in the "mystery history" series.

"Singing Mountains," by Albert B. Cunningham, is a most interesting story centering about a backwoods preacher.

Books About War and Reconstruction

Call is Heavy for Books Dealing With the War and Problems Arising From the Great Conflict

HAIG'S DISPATCHES

Of historic importance and outstanding interest will be the early publication in book form of "Haig's Dispatches," edited by Lieut.-Col. Boraston. It will have ten large maps and portraits in photogravure of the chief generals who conducted operations on the Western Front. There will probably be a preface by Earl Haig.

THE TEST OF SCARLET

Coningsby Dawson's new book "The Test of Scarlet" is a tale of marches by night, of battles by day, of heroic deeds of men and women. Mr. Dawson's newest novel is a sort of paean of rejoicing over the end of the war. It tells of the war at first-hand, making the reader familiar with the men and horses and the very guns of battle.

LORD DUNSANY

In "Unhappy Far-off Things" the Irish poet and playwright, Lord Dunsany, presents pen-pictures of the war's destruction. Lord Dunsany is at his best in describing war-swept villages and the ruined homes of the French. Like his "Tales of War" these vignettes, written in expressive, sensitive prose, deal with war-devastated country. Lord Dunsany imparts his peculiar touch to these descriptions of destroyed cathedrals, white mounds that were peasants' homes, and the remains of garden walls.

BOOK "1914" STORM CENTRE

Not to be outdone by Lord French in his continuation of the Asquith-French verbal battle, which is a war aftermath, former Premier Asquith on September 29 issued a reply to Lord French's preface in the second edition of "1914." Mr. Asquith said he saw no reason for withdrawing or qualifying one word in the speech he made on June 3 last.

It should be understood that, in that speech, Mr. Asquith, surrounded by his former Cabinet and applauded by 200 of his supporters, replied to criticisms of the Asquith Government in the early days of the war made in his book by Lord French, the first commander of the British forces in France. Mr. Asquith said that, before Lord Kitchener's visit to France, Lord French's intended movements had filled the Cabinet with consternation. The movements, the former Premier added, would have had, in the judgment of the Cabinet, the effect of leaving the French army in the lurch in the moment of supreme need. This consternation, Mr. Asquith said, was shared by the French Government.

In his reply to Lord French Mr. Asquith referred to complimentary letters written to Lord French even after Lord French's original proposals had been discarded and subsequent operations had been conducted with much sagacity and skill.

"If I had known or suspected," adds Mr. Asquith, "what Lord French now avows that, at the date my letter of May, 1915, he was engaged behind the back and without the knowledge of his official chief, Lord Kitchener, and of myself, in a manoeuvre to upset the Government at home, it is probable that my communication would have been couched in somewhat different terms."

As to Lord Kitchener's conversations with Lord French, with regard to the British supply of shells, Mr. Asquith says he did not amplify on it in his speech in June because, for one thing, it was irrelevant and, for another, he believed Lord Kitchener was incapable of "inventing and palming off upon me a deliberate falsehood, and, finally, because, when it became a question of conflict of memories, I thought Lord Kitchener's written record of the conversation on the day on which it took place was better evidence than Lord French's recollection of it three months later."

Mr. Asquith concludes: "To have a bad memory is a misfortune not a crime, but people who have bad memories should not attempt to write their own --or other people's—lives."

FLAG AND FLEET

Col. William Wood, in "Flag and Fleet," issued by Macmillan's in October, starts with the early man who escaped from or beset his enemies by using a log for transport rather than going by land, and unfolds a progressive story through the age of the rowers, the sailing age, the age of iron and steel, to the time when Britain's power at sea proved to be the cause of Germany's defeat. The narrative is made picturesque throughout by thrilling incidents of sea warfare, always with a point of emphasis, and, between each book, a wonderfully well-selected series of poems illustrative of that particular part of the subject. The book is handsomely illustrated. Not the least striking feature of the books is the cover design, showing Neptune and Britain in amity on the beach, symbolizing their joint power over the sea.

LIGHT

In the new book by Henri Barbusse, the hero, Simon Paulin, follows up his early life, chiefly devoted to the pursuit of women, with war service at the front for France and following the end of the war turns his attention to the object of overturning the present order of society, which has become the obsession of his life as the result of his experiences in the great war.

THE HUTS IN THE WAR

E. W. Hornung's new book, "The Chronicles of a Camp Follower," published by Constable's, contains a series of tales of the Great War, including: "An Ark in the Mud," "Christmas Up the Line," "Details," "The Rest Hut," and "We Fall to Rise." They are tales of the huts and make most interesting reading, giving side-lights on the war and revealing something of the great work for the fighting boys that was done by the Y.M.C.A.

ATTACKS LORD FRENCH

Another celebrity has entered the lists with Lord French, as indicated by a press depatch cabled from London on Oct. 24:

John William Fortisque, who is writing the official history of the war, contributed to the "Quarterly Review" articles dealing with the controversy regarding Field Marshal Viscount French, when he was in command of the forces in France.

"The fact we fear is," says Mr. Fortisque, "that on the 26th of September, 1914, Lord French and his staff had completely lost their heads and that in a vain endeavor to conceal this, he has taken leave of all sense of accuracy."

Further, referring to Gen. French's treatment of Gen. Sir Horace L. Smith-Dorrien (commander of the second army in France), Mr. Fortisque says:

"Gen. French has descended to misstatements and misrepresentations of the clumsiest and most ludicrous nature in order to injure the reputation of a subordinate who is forbidden to defend himself. Coming from one in his high position, this brings shame and dishonor not only upon the Field Marshal himself, but upon the army."

GEORGE ELIOT CENTENARY

The celebrations of the centenary of George Eliot, November 22, and the notoriety this event will receive from the public press, together with the advance articles which have already appeared, should be taken advantage of by booksellers to give prominence to "The Mill on the Floss," and all the other novels of this prolific Victorian novelist who ranked with Dickens and Thackeray in popularity. Reference has already been made to other 1919 centenary anniversaries of great men and women of letters. Others among English authors are Kingsley, Clough, Ruskin, Emily Bronte, and E. C. Jones, while notable among Americans whose centenaries have been suitably observed this year are Lowell and Whitman.

The half-tones of H. H. Knibbs, John Drinkwater and Mary Carolyn Davies, appearing in this issue, are presented through the courtesy of Houghton, Mifflin & Co., Boston.

Is it Worth While Reading Technical Books

A Short Mythical Tale, Which All Should Read Regarding the Writer's Views on the Above Subject. Read, Digest, Then Act Upon, Would be Our Advice on the Matter

By I. M. TELLINGYOU

TO enter a subject of such a nature, we should, to be fair, show the two sides of the case, so for illustrative purposes, suppose we concoct two stories, which, while all imaginary, happen in a similar way every day in our daily grind.

We will first take the case of—well, let's say John Blank. We see him go through school fairly well. He never gives undue worry to his lessons. If they come all right—very well, then it's all jake as we would say. On the other hand, if he fails—well, he should worry.

John drifts along in this manner with no definite purpose in life, until time comes to leave school and go to work. "Now John," says his father, "what would you like to start at?" Ten chances to one John says, "I don't know, Dad, I never thought very much about it, etc., etc."

The upshot in quite a number of cases is that John either starts a trade which he does not like, or is not suited for, having no special preparation for the same, or on the other hand he does not start in a trade at all, but takes up some occupation easy to do (that is as far as brain power is concerned), and so he continues to drift.

Let us leave John for a while at this stage, and spend a little while studying Tom, his brother, who, by the way, is a year younger than John. Tom always was a joke in John's eyes, for when John would be out playing ball, or off to the show, Tom, like a ninny (using John's expression) stayed at home and read.

"What did he read?" you might be tempted to ask, when John would sneer and say, "Oh, some dry technical stuff, I don't know what it's all about, but Tom claims it will make him worth more money some day. Of course that's all bosh," was usually John's final thrust.

However, to continue with Tom. He goes to the same school as his brother, but passes in every class, owing to his earnest attention to lessons, combined with home study. Strange to say, Tom passes his classes faster than his older brother. And, when leaving school, is at the highest grade he can go in this type of day school.

In the meantime Tom has been reading "dry technical stuff" (as John expressed it) with a definite aim in view. He has also been going to manual training, and practically made up his mind what he wants to be.

His father does not even have to ask him, "Well, Tom, when do you think you'll start in work?" for they have had many a little chat together on the subject, and it is all settled. Tom goes to work with the same earnest spirit in which he tackled his school, and results begin to show themselves as the years go on.

To get back to John. He makes enough to live on, and have a fairly good time. Of course he saves nothing, but then "you can't save and spend," as he puts it.

Tom has finished his apprenticeship, and gets at last some real money, where before he was the laughing-stock of his brother for the small salary he was receiving. The night that he comes home with a tradesman's pay is a happy one for Tom, but not so hilarious a time for John. Tom's salary now has John's wage looking like thirty cents, and yet the end is not in sight.

Years go on, John asks for a raise and does not get it. Tom never asks for increases, yet seems to get them periodically. He is accused of standing in with the foreman, etc., etc., but he merely smiles and keeps on reading technical books in his spare time.

One day the foreman gets sick, and Tom takes his place. He tells the story without boast when he comes home. John pooh pooh's the idea, yet underneath it all he knows it is the truth.

He gets his brother up in the room alone, and starts in this manner: "Say, Tom, I don't believe those books helped you a darn bit—but are they hard to read?" Tom sees his opportunity ,and realizes his brother is waking up at last, so he gives him a good strong lecture.

To be brief, we will pass over quite a few years. Tom is now superintendent, but Jack is also coming strong. The good stuff was in him, all it needed was bringing out so you see the idea and moral of my little mythical tale is this: "That it's never too late to start in and learn. You often get to an age when going to school is out of the question—but you have always got a school in your home, if you pick out real up-to-the-minute technical books."

As one fellow who knows what he is talking about remarked to the writer:

"The educated man will always command the respect of the community in which he resides and has been of the greatest service in the development of modern civilization. It was not so far back in history when education was difficult to obtain, and only the wealthy could acquire knowledge. The worker could secure an education only under almost insurmountable difficulties. Not only were the schools few and inaccessible to those who did not live in large communities, but, owing to limited mail service and unsuitable text books, the average citizen found it difficult to acquire anything but a limited knowledge of the three 'Rs,' reading, 'riting, and 'rithmetic, as the old-timers used to say, in the country or city school.

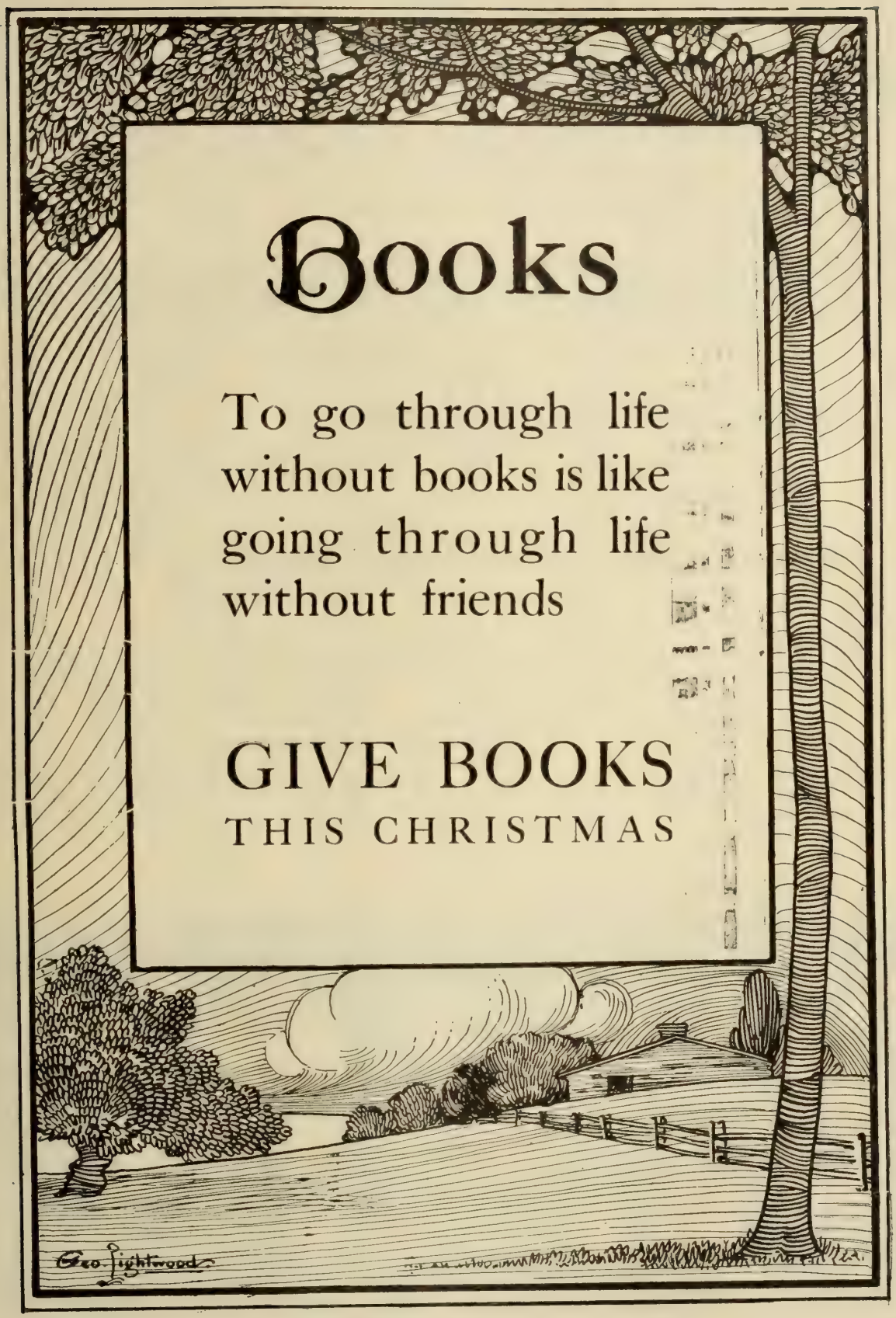
"To-day there is no excuse for any reasonably intelligent person remaining ignorant of any art or science in which he or she is interested. Numerous text books, written by experts, deal with technical subjects in simple, understandable English, and some treat of real scientific matters without using highe mathematics or 'dead' languages.

"If one compares the semi-technical or mechanical book of to-day with those published even a decade ago, a great improvement in the character of material, quality and number of illustrations and logical arrangement of subject matter will be evident. In modern books dealing with mechanics, simplicity of exposition and clarity of reasoning is aimed for rather than strictly literary merit as exemplified by complex phrases. The semi-technical or home study books are the most difficult of any to write, and there are comparatively few writers who can simplify technical facts without sacrifice of accuracy of description. Compared to stories and novels, technical and mechanical books are difficult to prepare. The former are usually the result of an active imagination, and are short-lived; the latter call for much study and research on the part of the writer and courage on the part of the publisher, because of the expense involved in their production and slower sale. Hundreds of costly special drawings and photographs must be used to illustrate the text, whereas the story books seldom have more than a dozen or so.

"Publishing good and really useful mechanical and technical text books calls for experience that can only come through a long and well-established business, because it takes time to gauge the public demand and prepare books to meet it. Naturally, the best books are those produced by the oldest houses. because they command the services of the best editors and writers, and can produce books of the greatest value to the mechanic or student desiring instruction.

"It is not generally known that any mechanic can secure a comprehensive review of the theory and practice of his trade, either in its broad entirety or in any of its specialized phases for about the price of the average theatre ticket, and a week's pay will buy a set of mechanical books that cost over a quarter of a million dollars to prepare and publish, and that embody the elements of a complete three or four years' college course, boiled down to solid facts and presented in interesting, understandable language.

"The ambitious man of to-day is seeking more education, not only in his own line but those related to it.



Suggestion for use with Christmas book news paper advertising or for window card.

THE BURGESS BIRD BOOK

An outstanding juvenile of the present season is the "Burgess Bird Book for Children." As William T. Hornaday, the well-known ornithologist, of the directorate of the New York Zoological Gardens, says regarding this book: "Any man who can find his way over legitimate roads into the hearts of a million children is a genius. If he carries with him a message of truth, light and permanent value, he is a benefactor."

Mr. Burgess was recently the recipient of a signal honor when the Permanent Wild Life Protection Fund Committee presented him with its gold medal for distinguished services to wild life, in recognition of the value of his work in carrying messages of true and wholesome wild life lore and protection to millions of boys and girls.

Regarding "The Burgess Bird Book for Children," Mr. Hornaday says: "It strikes twelve. It is good, beautiful and true; it is to a high degree entertaining and beneficial to the child's mind and morals, and what more can we ask?"

This new book is the author's masterpiece. It is written in the personal narrative style of the Bedtime Stories, but is a more ambitious work and is really a stately volume, and one that carries an extra appeal to parents in that it has a much longer table of contents than any of the previous books of this writer. Fifty-eight species of birds are thoroughly treated, each being illustrated in colors, these pictures being reproductions from paintings by Louis Fuertes. Scores of others are described without illustrations. The stories cover home life, food, nests and eggs, enemies and migrations.

THE SECRET OF HEROISM

A most interesting announcement and one of more than ordinary significance for booksellers is that of the early publication of a new edition of "The Secret of Heroism," by Hon. W. L. M. King, which was published a decade ago, but which has been out of print for several years. New interest and importance attaches to this book by the author of "Industry and Humanity," now that Mackenzie King has succeeded the late Sir Wilfrid Laurier as leader of the Liberal party in Canada.

POSTPONED

It has been found necessary to delay the publication of Archie McKishnie's new novel, "Billy Boy," until early next year. It is interesting to record in this connection that the publication rights for the U.S. have been sold to Reilly & Lee, of Chicago. This is the firm that was so conspicuously successful in putting across the earlier issues of the novels of Harold Bell Wright.

MOUNTAIN ROMANCE

"Flames of the Blue Ridge" is the title of a new story of the mountains of Virginia, by Ethel and James Dorran, just published by the Macaulay Co., of New York. Full of characteristic mountain romance it is a story of the sort that always carries a strong appeal with a large proportion of the reading public.

Wallace Irwin's new book, "The Blooming Angel," is one of the humorous successes of the season.

"One of Three," by Clifford Raymond, is along the lines of his previous book, "The Mystery of Hartley House."

Diverting and galloping fun applies to Nina Wilcox Putnam's new book, "Believe You Me."

New Goods Described and Illustrated

WAR PICTURES

Sales Ltd., of Toronto, are showing two notable pictures of historic interest, being products of Raphael Tuck & Sons, of London. One of these pictures depicts the arrival of the German Delegates on the Quarter-deck of H.M.S. Queen Elizabeth. The other shows Sir David Beatty reading out the terms of surrender in the fore cabin of H.M.S. Queen Elizabeth. Sales Ltd., of Toronto, has the selling rights of these in Canada.

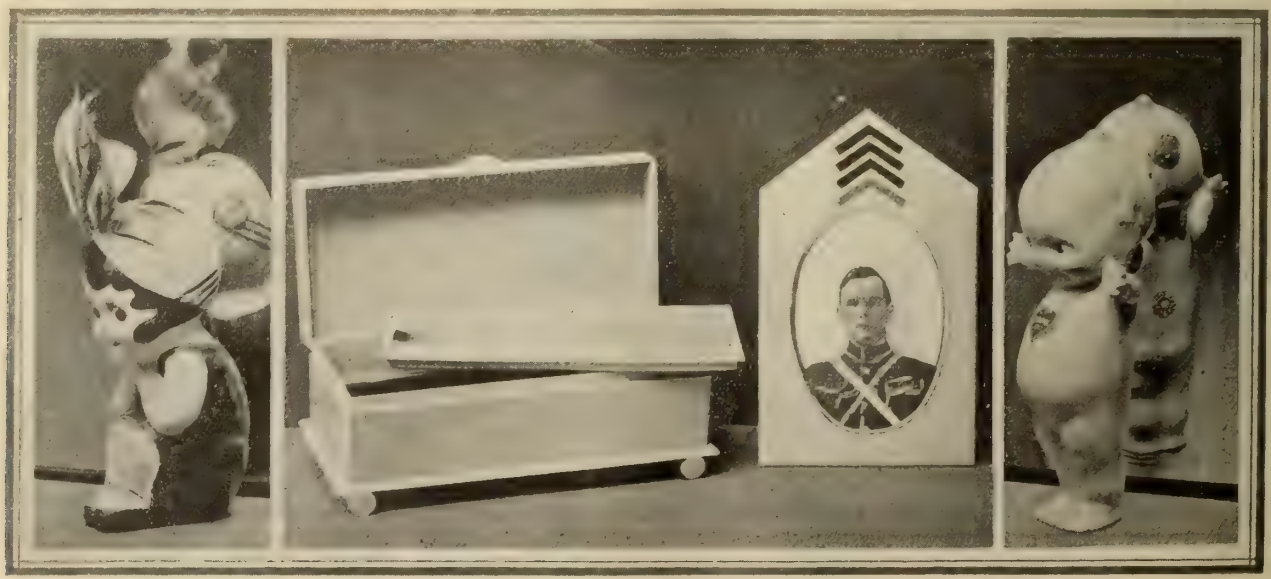
WALLPAPER

"The Garden of Allah" is the name of a new 21-inch tapestry wallpaper. It has huge foliage motifs with vistas of Moslem temples.

Why have we become so accustomed to accept "anything" for the ceiling when decorating a room? In all good dressing the hat must be in accord with the suit. Why should not the ceiling decoration be given quite as much consideration as the walls?

In the stately Tudor homes of Queen Elizabeth's days, the ceiling was more ornately decorated than the walls of the room, which were plainly panelled in oak. These ceilings were decorated in geometrical designs, with low falling pendants and heavy bosses and mouldings done in plaster. These ancient rooms have long been considered masterpieces of refined taste.

By all means, therefore, let the decorators urge upon their customers the desirability of using a better class of ceiling papers.



NOVELTY CHRISTMAS LINES

Here we have "Splash Me" and Kewpie in a new role. This time they must locate on Milady's dressing table, for they hold her talcum. Do you see the shaker tops in the back of their heads? Ivory is losing none of its popularity, although it is reported as becoming scarce. The jewel box illustrated, in addition to possessing a removable tray and being lined with lavender velvet, has a new kind of feet. Logs extend across either end and serve as feet. The photo frame has a novelty touch in its blue and red chevrons. These chevrons are sold to retailers separately so that they may attach the number required by the customer.

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The Circus Band Wagon moves along the floor playing any "Little Wonder" or similar phonograph records. It is equipped with a phonograph motor which not only serves to play the records but also furnishes the motive power for propelling the wagon. The phonograph is entirely obscured from vision, and only the band wagon is seen. A special clutch is provided so that at any time the band wagon can be stopped and the band will continue to play. The toy is 17 inches long, 8 ins. wide, and 12 ins. high over all; is equipped with solid disc, rubber-tired wheels and is beautifully decorated.

"TELZIT" a TIME-SAVER

A catalogue comes from the Telzit Slide Rule Co., Monadnock Bldg., Chicago, illustrating their new time-saving device called the "Telzit." It is a proportion slide rule for instantly determining in advance the exact dimensions of coming cuts for use, drawing or layout enlargement, being useful to advertising agencies, copy writers, advertising managers, printers, publishers, photo engravers, artists, architects, draftsmen, etc. The catalogue illustrates and gives a number of examples of its practical use.

SOME NOVELTIES

Among the new issues in Raphael Tuck & Sons' line is the "Jennie Harbour" series of cards representing delightful figures of the early Victorian, Directoire and Pompadour periods and graceful Spanish, Indian and Japanese subjects in color. Children's lines include paper modelling books and painting books in which each book contains sufficient color to paint every picture in the book.

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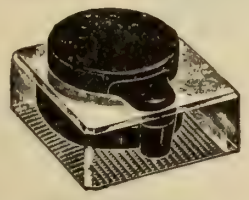
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Dixon's have put out a new indelible pencil of intense degree, which they have named "Dupligraph." It is represented that where a signature, or a memorandum, or a report has to be reproduced many times from one copy by the impression method, this new pencil will produce a maximum number of clean-cut legible impressions.

PICTURES OF THE PRINCE

There are available some especially fine pictures of the Prince of Wales and they are finding a ready sale throughout the country. Another popular item is a plaster placque in relief, bronze finish, showing the head of the Prince of Wales in profile. These pictures and placques make attractive window features, having a publicity value beyond the actual sales of the items themselves.

A HOLIDAY FOLDER

To be commended as providing a selling help to retailers is the special Christmas folder gotten up for distribution by stationers illustrating a number of different types of the inkstands and other specialties made by the Sengbusch Self-Closing Inkstand Co., for whom A. R. MacDougall & Co. are Canadian distributors. This folder is attractively printed in colors and with Christmas decorations.

LISTS RECEIVED

From Doll Supplies, Ltd., of Liverpool, comes an interesting illustrated list of their productions, including various jointed character dolls and stuffed animal toys. The front page of the catalogue shows an illustration of the company's exhibit of these productions at the last British Industries Fair.

An interesting souvenir comes from the 3-in-1 Oil Company in the shape of a booklet marking the 25th anniversary of the organization of this company. The growth of the plant in the quarter century is described and illustrated and much of value is set forth as to the product itself and the advantages derived by the dealer in selling this line.

Pugh Specialty Co.

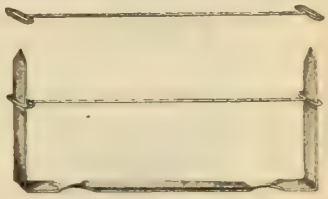
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Pat. Feb. 22, 1916

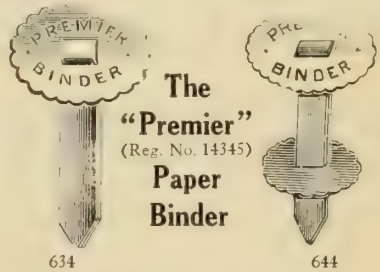
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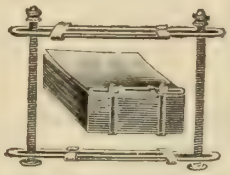


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Edwin LeFevre's new book, "Simonetta," is being referred to as "the one perfect love story."

Carolyn Wells has written a new mystery tale entitled, "The Man Who Fell Through the Earth." This was a September issue.

"The Yellow Lord," is a new tale of China by Will Levington Comfort.

STRONG ADVENTURE

"In the Shadow of the Hills," is the title of a new tale of strong adventure by George Shedd, author of "The Lady of Mystery House" and other novels. It has just been put out by the Macaulay Co., of New York. The story moves rapidly and woven into its swift action gun-play and lawless dealing, is the intriguing story of a man of grim purpose having a legacy of hate that brings with it adventure and encompassing peril keyed to the highest pitch.

POEMS BY CONAN DOYLE

Sir Arthur Conan Doyle's book of poems, "The Guards Came Through," is to appear in November.

WILD LIFE IN CANADA

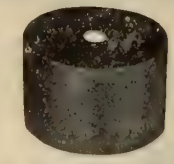
A most interesting new Canadian book has just been issued in "Wild Life in Canada," by Capt. Angus Buchanan, M.C. It deals particularly with the fur-bearing animal life and the bird life of the great region west of Hudson's Bay, watered by the Cochrane, Reindeer and Churchill Rivers, and, as such, will appeal to nature lovers everywhere, and to all Canadians, by reason of the light it throws on this expansive country as yet familiar to, comparatively few people, even in our own country.

THE OTHER WORLD.

"Contact With the Other World," is the title of a new book by Prof. James H. Hyslop, LL.D., Ph.D. It is a book that will be welcomed by the supporters of the theories of Sir Oliver Lodge and Sir Arthur Conan Doyle on the subject of life after death.

BILGE AND MA

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National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

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* * * *

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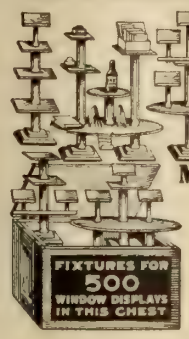
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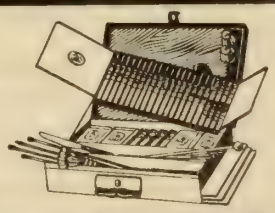
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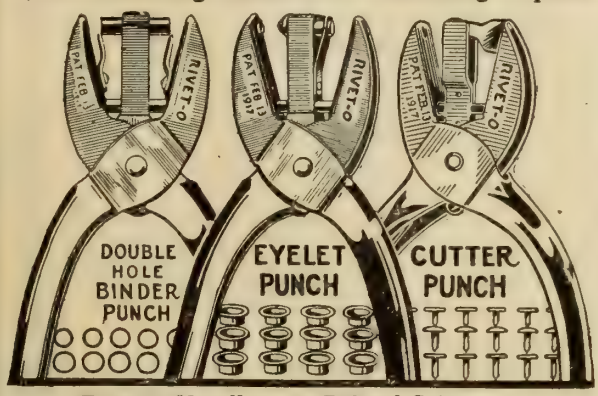
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Another scheme to rectify the distressing prices now prevalent, by other than sound economic measures, was outlined before the Union of Canadian Municipalities which recently convened at Kingston.

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"We submit the principal root of the evil is the present wasteful, inefficient and antiquated method, or rather lack of method, of distributing the goods from the producer and manufacturer to the consumer—wasteful of time, labor, health, happiness and even human life—inefficient and antiquated in this age and to such an extent that even the huge economies effected by the greatest array of labor-saving machinery the world has ever seen are in a large measure rendered null and void. An ever-increasing army of unregulated distributors and relatively an ever-decreasing army of producers with the leaders of all these practising profiteering and price-manipulation as their fancy may dictate or opportunity may permit.

"Among the minor causes are the various classes of idlers and usurers, who in devious ways levy toll on labor and industry. Waste of time in high schools and colleges teaching dead languages and other unpractical subjects to the partial or total exclusion of vocational training, economics and useful branches of learning which would be of greater value for purposes of mind development and discipline and thereafter more useful to the individual and the country."

SAYS THE FINANCIAL POST IN REPLY:

"It is, of course, possible that there might be a dissenting voice, heard above this chorus of condemnation. A voice that might suggest, for instance, that the fact that the producer is getting $24.50 per hundred for hogs, where he formerly got $6, might, perhaps, have as much to do with the matter of increased cost as the inefficient handling that gives to the packer 5-16 of a cent per pound on bacon, or to the retailer a bare 5 cents a pound. Or the fact that the farmer is now guaranteed a price of $2.15 a bushel for wheat that formerly he sold with satisfaction for 90 cents, may be as much responsible as the half cent a loaf profit of the baker, or the cent profit of the retailer.

"It is a question, too, whether all the blame for the trying conditions of the present time should be laid at the door of established trade, any more than at any other door. There seems no good evidence for believing that the business morals of the merchant class are worse than any other, and there might be those who might reply to the stricture that our schools and colleges are not devoting their attention strongly enough to the bread and butter needs that "man does not live by bread alone."

The frank object of this resolution was "to attain a substantial reduction in the cost of living generally, but without increase of hours of labor or reduction of wages." It is the possibility of this which THE FINANCIAL POST doubts.

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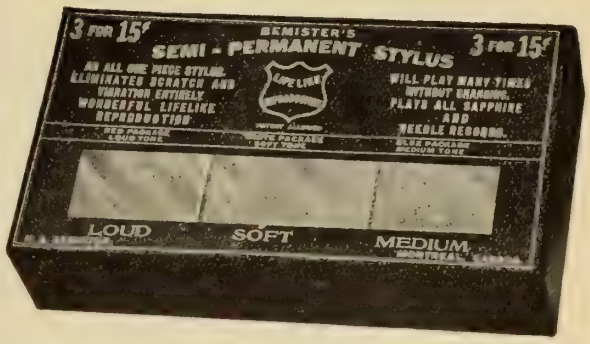
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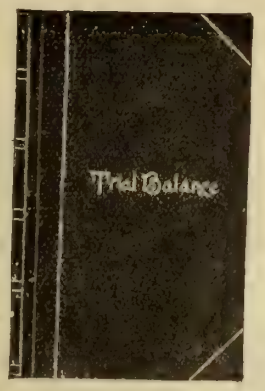
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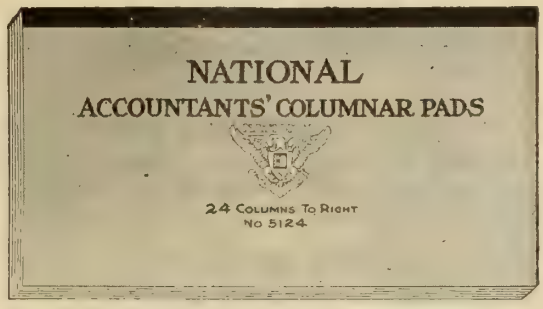
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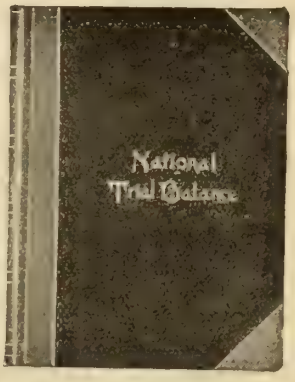
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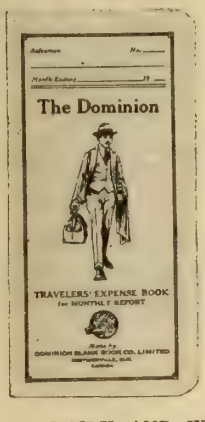
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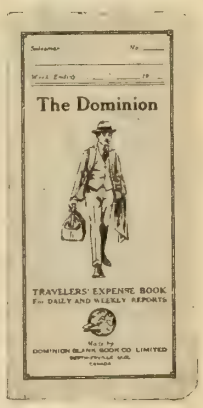
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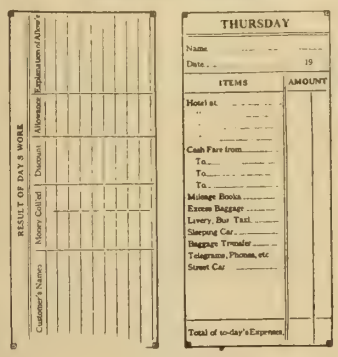
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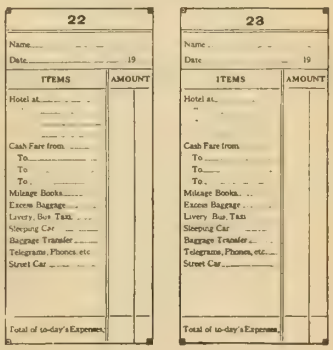
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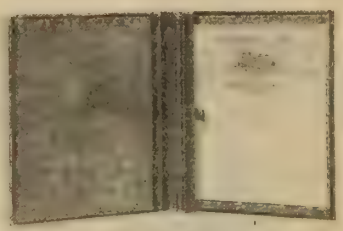
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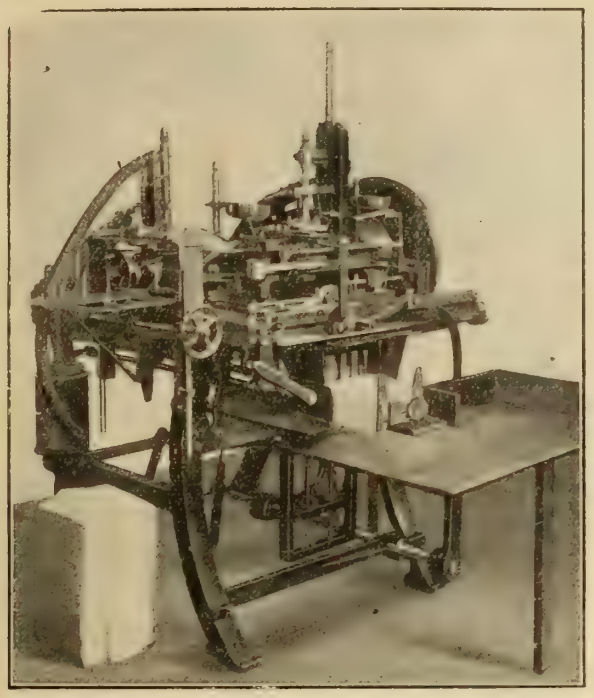
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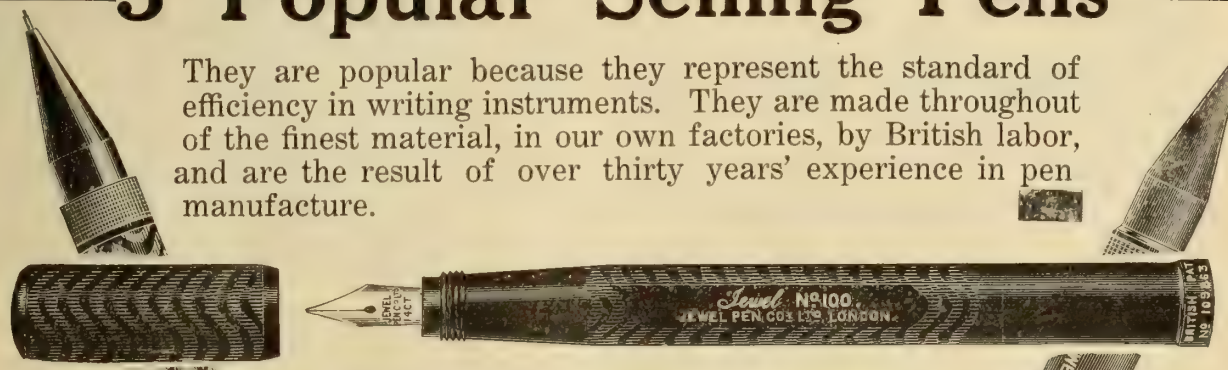
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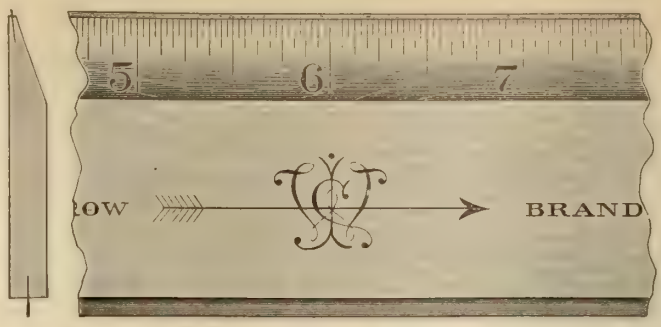
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Durability | Permanency | Indelibility

There are the three Vital Points

of superiority in M & V Typewriter Ribbons.

In view of the fact that we positively guarantee that every ribbon of our manufacture represents in itself the embodiment of these important properties to the highest degree, we can be sure that knowing the Eureka you will be sure to give it a fair trial. A fair trial will convince you that you should be a M & V dealer. Send your trial order to-day.

Mittag and Volger, Inc.

Principal Office and Factory: Park Ridge, N.J., U.S.A.

Agencies all over the World



Note this Display

It makes quick pencil sales a sure thing.

To have quality pencils sticking right up out of an attractive stand like this, is to promote easy selling.

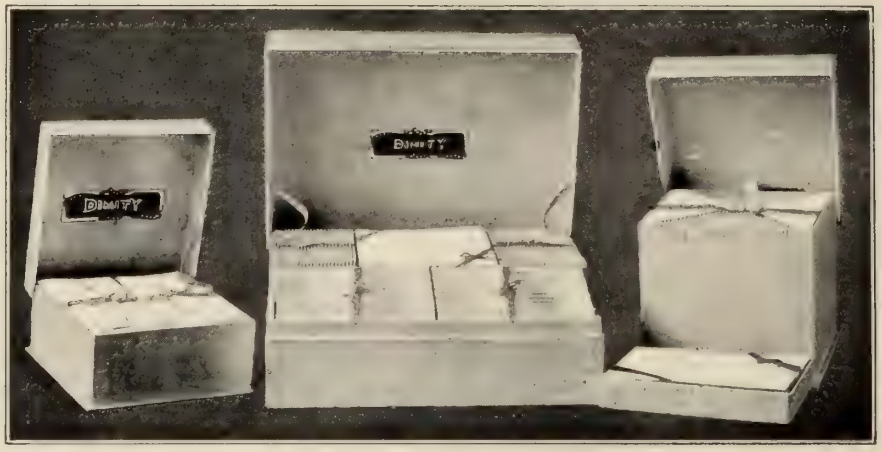
Your wholesaler can supply you with one of these Cane's Counter Display Stands. Keep it always filled with the Canadian-made Pencil that satisfies Canadians.

Have your wholesaler send you a Cane Counter Carton.

The Wm. Cane & Sons Company

NEWMARKET, ONTARIO

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA



Dimity for Christmas

Dimity maintains its popularity as the ideal gift stationery—handsome cabinets from 50c to $2.50. Order early while the range is complete. We will make up assortments at any price from our successful lines—Dimity, Dutch Fabrik, Brierwood, Medallion, Bluebird and Floral.

Desk Calendars

Daisy, Jewel and Daily Desk Calendars for 1920 are ready for shipment. Don't leave this important item till the last minute.

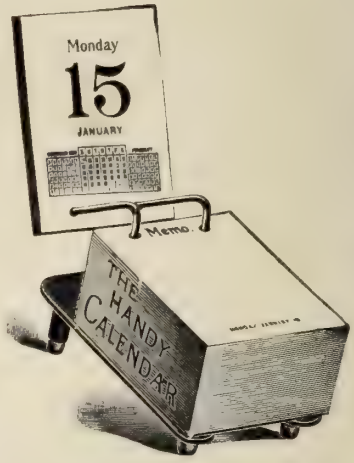


Photo Albums

Always popular for holiday trade. We can supply Bound and Loose Leaf Albums in paper, cloth, leatherette and leather, at all prices.

Buy Victory Bonds

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-four years the recognized authority for those interests.

VOL. XXXV. PUBLICATION OFFICE: TORONTO, DECEMBER, 1919 No. 12

An Out-of-Doors Canadian Yarn that you can recommend for gifts for men and women.

The Heart of Cherry McBain

A Romance of a Railway Camp

By **DOUGLAS DURKIN**

Cover design by A. M. Wickson, Cloth $1.50

I must confess that my heart grows strangely warm when I take up a first story by an author born and bred in the Canadian West. And when I find that this latest contribution to Canadiana describes a special phase of life in the young West, and weaves about it a romance that is as soothing to tired nerves as a little prairie breeze blowing across a clump of balm o' gilead bushes one June morning, it is hard for me to maintain that cold, critical air of detachment which every book reviewer is supposed to wear. With such abandonment to the joy of the moment I read "The Heart of Cherry McBain."

Douglas Durkin has dipped into his life, has wandered far from the big city where he is at present a useful cog in the educational machine, has dropped a score of years or so out of his view, and has gone back to the Swan River Valley in the rough old days of Manitoba when the C.N.R. was reaching out across the prairie and when beyond the end of steel profane railway contractors and great gangs of men were piling up the dirt and gravel roadbed for a national highway.

In writing this romance of frontier life, Professor Durkin has avoided the stately frills of the big bow-wow sort of literature. He has not attempted to turn phrases or introduce out-of-the-way words. He has suited his style to his subject and has written in a plain, matter-of-fact manner which carries the reader along easily from chapter to chapter on a direct route which makes straight for the happy wind-up of a big love affair. He has succeeded in describing a phase of frontier life that has now passed away and he has contrived a capital yarn which will hold the attention of all kinds of readers.

—W. T. Allison in "The Manitoba Free Press"



The Musson Book Co., Limited

Publishers - - TORONTO

Coming In January

ZANE GREY'S THE MAN OF THE FOREST

Place Your Order Now

BOOKSELLER AND STATIONER, December 5, 1919. Volume XXXV. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to register their names and addresses with the

Secretary of the War Purchasing Commission, Booth Building, Ottawa,

stating the class of goods in which they are interested, whether new or second-hand or both.

Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

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Dominion, Provincial and Municipal departments, hospitals, charitable, philanthropic and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

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All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.



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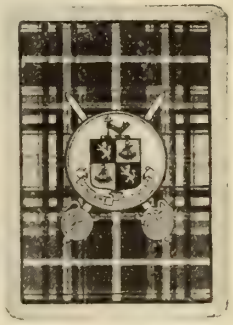
Attractive and Serviceable

You will find that you cannot better please your customers' playing card requirements than by offering

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The variety of attractive designs, the smoothness of the board and the wearing qualities will all go toward satisfying your customers to the limit. **You** will be more than pleased with the profit.



Representative

AUBREY O. HURST

32 Front St. W. TORONTO

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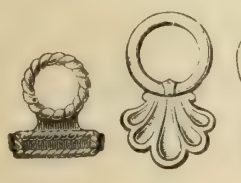


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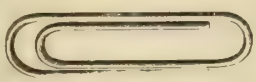


A 1 A 2 A 7

ONE PIECE STEEL DRAWING PINS.



356 357 358 359



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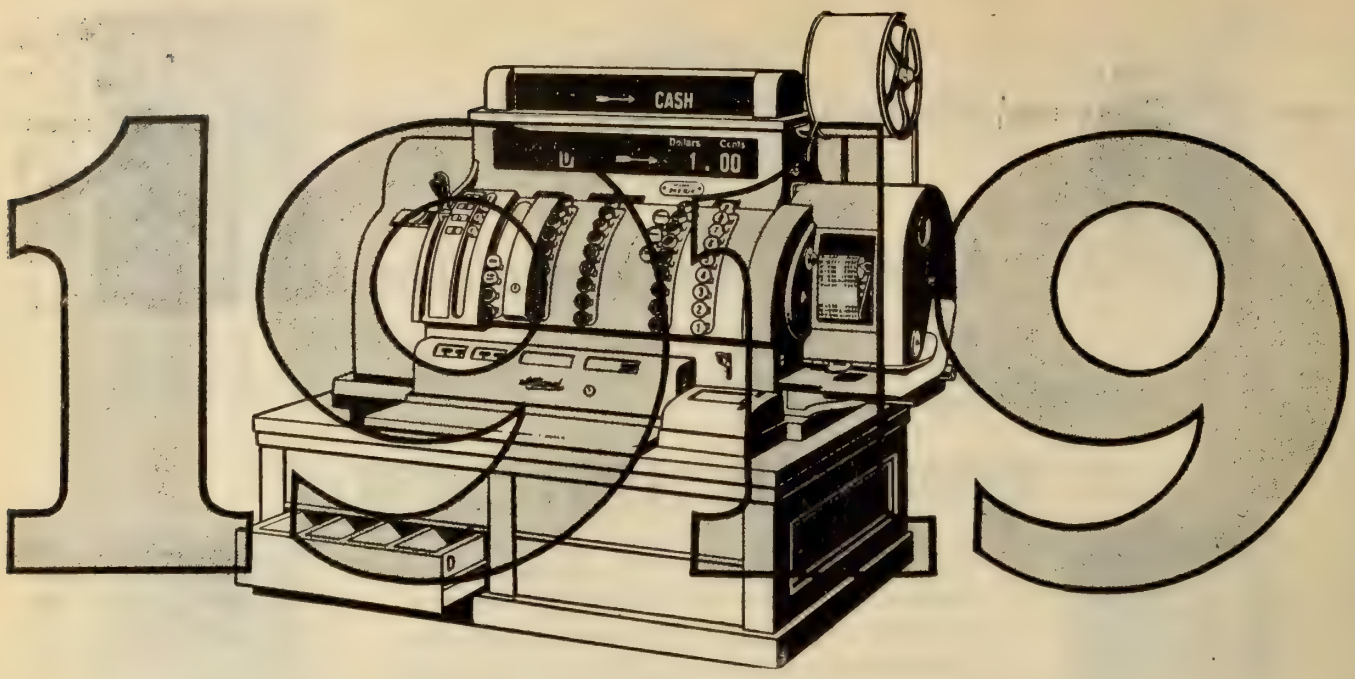
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REQUIREMENTS OF ALL MARKETS SPECIALLY STUDIED

CRESCENT WORKS, HARLESDEN, LONDON, N.W., ENG.

For Catalogue and Prices Write our Representative

AUBREY O. HURST, 32 FRONT ST. WEST, TORONTO



Our business doubled this year

WE did twice as much business this year as we did during any other year in our history.

This shows that merchants realize more than ever before that they should get their store records quickly and economically by machinery instead of by the slow, expensive hand method.

It shows in the best way possible that up-to-date National Cash Registers are helping merchants solve their problems most satisfactorily to themselves, their clerks, and their customers.

It is the very best evidence that our efforts to build a labor and time-saving machine are appreciated by merchants everywhere. It shows that up-to-date National Cash Registers are meeting the needs of retail stores in every country in the world.

Up-to-date National Cash Registers are a business necessity

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street, W.
Edmonton	5 McLeod Bldg.
Halifax	63 Granville Street
Hamilton	14 Main Street E.
London	350 Dundas Street
Montreal	122 St. Catherine Street, W.
Ottawa	306 Bank Street
Quebec	133 St. Paul Street
Regina	1820 Cornwall Street
Saskatoon	265 Third Avenue, S.
St. John	50 St. Germain Street
Toronto	40 Adelaide Street, W.
Vancouver	524 Pender Street, W.
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FACTORY: TORONTO, ONTARIO



GOLD MEDAL CRAYONS

The brilliant, permanent colors of CRAYOLA and the smoothness and strength of BINNEY & SMITH COMPANY CHALK CRAYONS have made them big sellers for the foresighted stationers who have stocked them.

Take advantage of the popularity of these crayons among teachers, artists and children! It is a popularity built by years of producing high quality goods. Turn it into cash profits for your store.

Send for samples, prices and catalog—and while you're writing, ask about our fast-selling Holiday Boxes.



BINNEY & SMITH CO.
81 Fulton Street. New York City

COUTTS GREETING CARDS
MADE IN CANADA

We have prepared a number of very attractive assortments of Christmas Cards which will certainly appeal to any dealer who has not ordered enough cards.

These assortments include some of our best retail sellers at 5-10-15 and 25 cents and are made up to cost the dealer $10.00, $15.00, $20.00 and $25.00.

Each assortment carries with it attractive display matter which will be a big help to you.

William E. Coutts
145 Adelaide Street West
Toronto

Member of the Greeting Card Association



"O.K." PRODUCTS GIVE SATISFACTION

When a business man once puts "O.K." Products in his office he is satisfied with them because they are all "time savers." When he wants more he expects you to have them for him. Are you prepared? Have you a sufficient stock of our products on hand NOW?

We are big advertisers and always with request to "buy from YOU." We are drumming up trade for YOU and all we ask is that you keep up your stock and be able to handle the orders when received.

"O.K." products are all we say they are — and more. We have put our money, our brains and energy into making the best office time savers ever devised, and we are advertising and telling the people about them.

Check them up NOW:

....Washburne's "O.K." Paper Fasteners - 3 Sizes - Brass and Nickel Finish.
....Sanitary "O.K." Erasers, Typewriter - Ink - Pencil.
....Ries' "O.K." Letter Opener, Hand and Electric; 3 Sizes - 3 Models.

These three Graces will knock out three disgraces; pins, dirty erasers and knives which mutilate your mail.

Write for illustrated and descriptive literature with prices.

MADE BY
THE O.K. MANUFACTURING CO.
SYRACUSE, N.Y., U.S.A.

Bringing the beginners to your store!

THOUSANDS of people close to your store know a "little something" about card playing—and play a game occasionally.

Here is Advertisement No. 3 of the BICYCLE AND CONGRESS National Advertising Campaign—which is written expressly to make regular players of the beginners, to make regular card buyers of once-in-awhile buyers.

In other words, this advertisement is—right at this very moment—creating a greater desire for card playing in your community. Anyone who reads "Official Rules of Card Games" after seeing this advertisement will want to play cards more than before, because he will know more about playing and will derive greater enjoyment from it.

You should take advantage of every opportunity to make all possible sales from this splendid publicity. If you do not have BICYCLE and CONGRESS Playing Cards you should stock them quickly. Then you should display them prominently—and it would help to post this advertisement in your window. Just remember this—

The Season is On! Are You Ready?

Sales already are showing a splendid increase over any previous season. Are you going to get your share?

Send now for price list and sample backs.

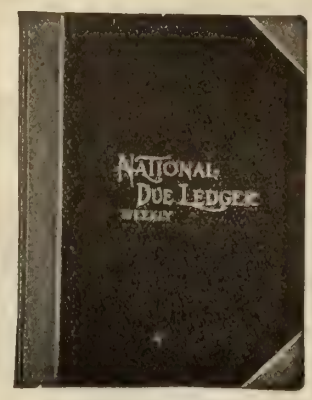
THE U.S. PLAYING CARD CO.

Department 4 **WINDSOR, ONTARIO**

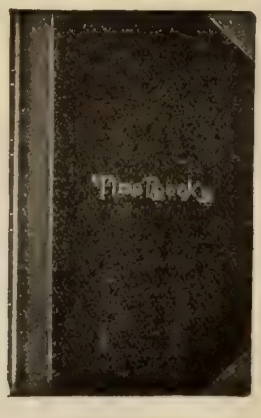


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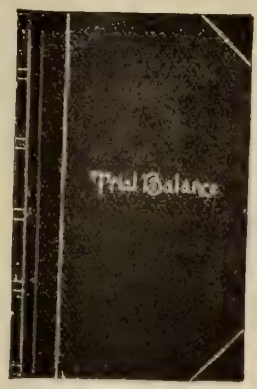
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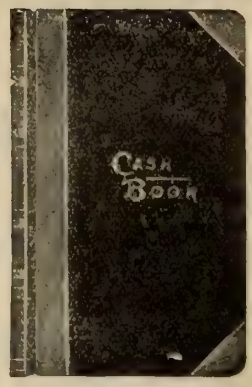
DUE LEDGER



TIME BOOK



TRIAL BALANCE



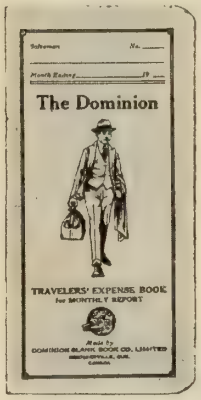
CASH BOOK

Stock the four "records" illustrated on this page and you will be sure of quick and profitable sales. They are absolutely indispensable in every modern office. Always find a place for this quartet on your stationery sales program.

NATIONAL BLANK BOOK COMPANY

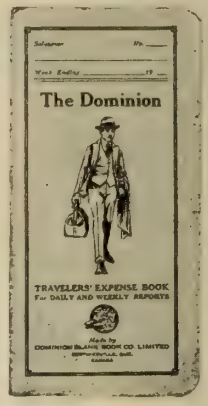
HOLYOKE, MASSACHUSETTS

TRAVELLERS' Weekly & Monthly *EXPENSE BOOKS*



DAILY AND WEEKLY REPORT FORM

These Travellers' Daily and Weekly Report Books are made in double-page form, one side for expenses, and opposite, a page for collections, discounts and results. Made in a convenient size for pocket or mailing. The monthly report books have a page for each day of the month.

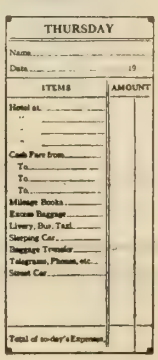


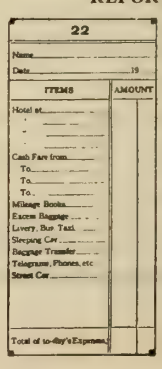
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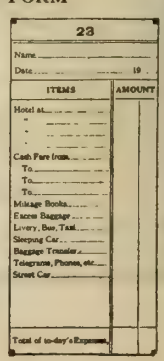
We Sell Through Dealers Only

These Travellers' Expense Books will be sure sellers. They answer a definite need, and are compact, convenient and substantial. Do not overlook them in your next order.









MADE BY

THE DOMINION BOOK CO.

BERTHIERVILLE, P.Q., CANADA

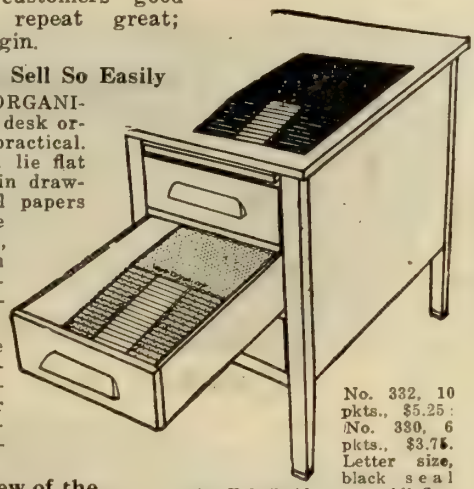
You'll Have a Steady Call For WORK-ORGANIZERS

JUST keep them where they can be seen and you can't keep them. All desk-workers need them; all your customers good prospects; repeat great; liberal margin.

Why They Sell So Easily

WORK-ORGANIZERS make desk organization practical. Inexpensive; lie flat on desk or in drawer; keep all papers out of the way — neat, flat, and in order — instantly available.

Where are your big customers getting their WORK-ORGANIZERS?



No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75. Letter size, black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732, 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

Just a Few of the Thousands of Big Users

American Lead Pencil
Stanley Rule & Level Co.
Cluett Peabody.
Cheney Bros. (Cheney Silks)
Hudson Motor Car Co.
Illinois University.

Work-Organizer Specialties Co.
87 JEFFERSON AVE., DETROIT, MICH.

Special Announcement to Booksellers and Stationers Marketing

Phonograph Supplies

I am distributing or jobbing the following lines of first-class Phonograph Accessories and Supplies:—

Bemister's Semi-Permanent Stylus.
Brilliantone Steel Needles.
Record Albums.
"All-in-One" "Speed Indicator."
"All-in-One" Columbia Attachment.
Record Cleaners.
Steel Needles.
Sapphires for Edison and Pathe.
Kent Master Adaptor for Edison.
Tone-Clear Record Polish.
Ferro Automatic Stop.
Bemister's Pathe Needle.
Brilliantone Combination Needle.
Disc-Lites.
"All-in-One" Victor Attachment.
"A.R.L." Victor Attachment.
Violaphone "gold point" needles.
Petmecky Multi-tone Self-sharpening Needles.
Diamond Points for Edison.
Kent Attachment for Edison.
Jones-Motrola.

My latest catalogue and price list is now in the press. Write for a copy. My lines will make "DOLLARS" for "DEALERS."

Yours faithfully,

H. A. BEMISTER
10 VICTORIA ST., MONTREAL, QUE.

A Triumph of Modern Publishing

CASSELL'S *NEW* ENGLISH DICTIONARY

Edited by E. A. Baker, M.A., D. Lit., Director of the University of London School of Librarianship
1,315 pages, 100 page appendix, 120,000 words. THE LAST WORD IN DICTIONARIES.

'Tophole, Bud, I've Got Cushy Funkhole,'
Is Now Perfeetly Proper English

You saw the cable despatch under this heading in the newspapers. Booksellers should take advantage of that publicity by stocking up with this dictionary and pushing its sale.

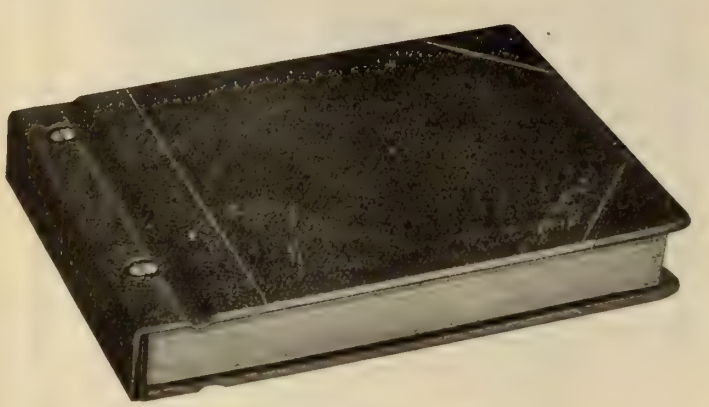
It contains over 120,000 words and phrases fully explained, and with the pronunciation and etymology of every main word given *in extenso;* over twenty pages of foreign words and phrases in common use in English, with their English meanings; over twenty pages giving the pronunciation of 5,000 Proper Names, and a very full and authoritative list of abbreviations in Literary, Scientific, Commercial and Military use, together with explanations of various scientific, commercial, and other symbols in common use, running to another twenty pages.

"War Words," new scientific words and terms in Psychic science, Anthropology, Archaeology, Eugenics, Politics, Economics, Engineering, Electricity, Aviation, Explosives, the "Cinema," and many others that have come into prominence, or have been coined during the last few years, are explained in Cassell's New English Dictionary.

Cloth, $2.00

McCLELLAND & STEWART, LIMITED
215-219 Victoria Street **Toronto, Canada**

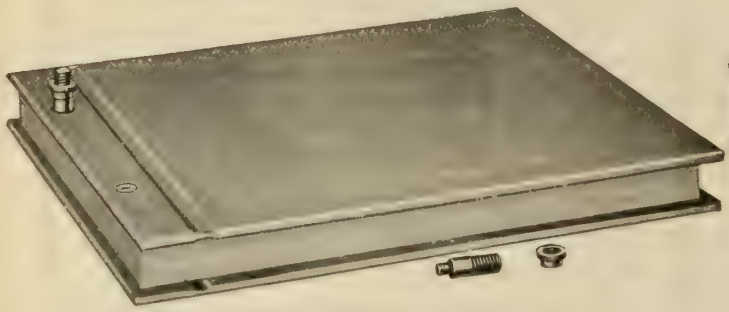
NEW LUCKETT'S STERLING LINE ITEMS



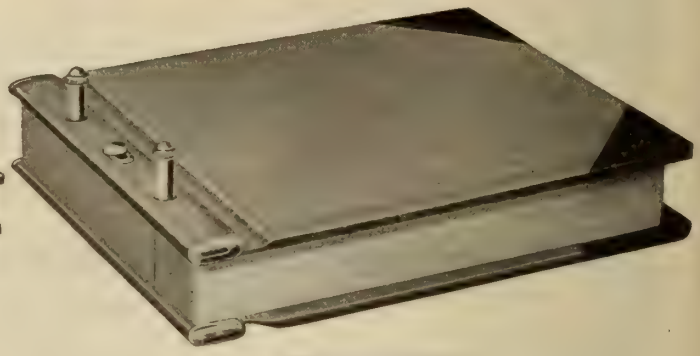
STYLE CSL LEDGER



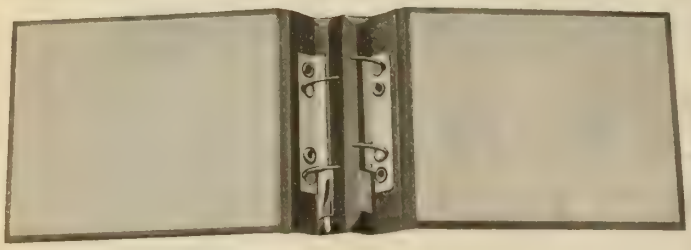
STYLE CPL LEDGER



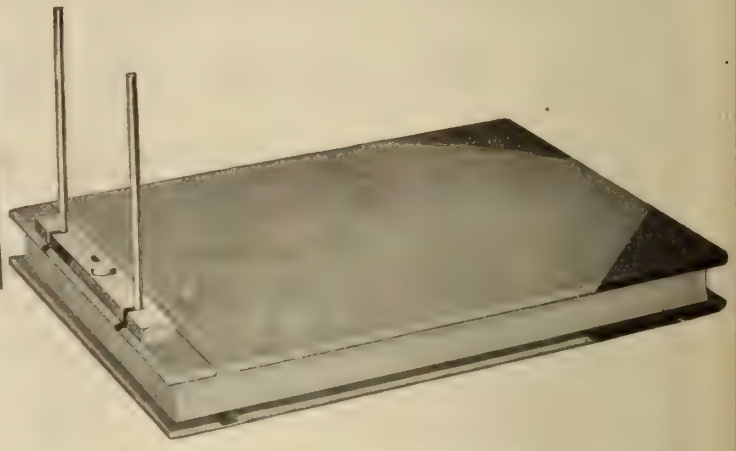
STYLE TS TRANSFER



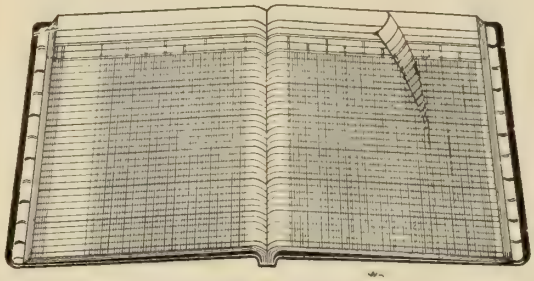
STYLE DB BINDER



PRONG BINDER



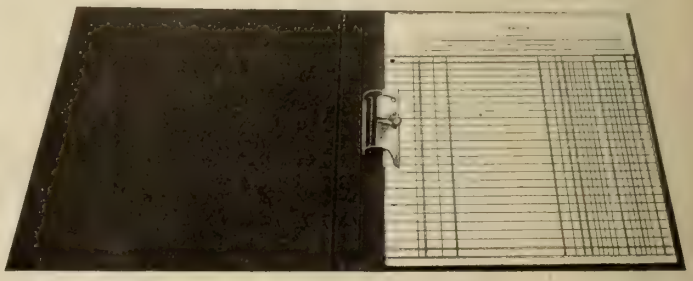
STYLE SM BINDER



COLUMNAR OUTFIT

MADE IN CANADA

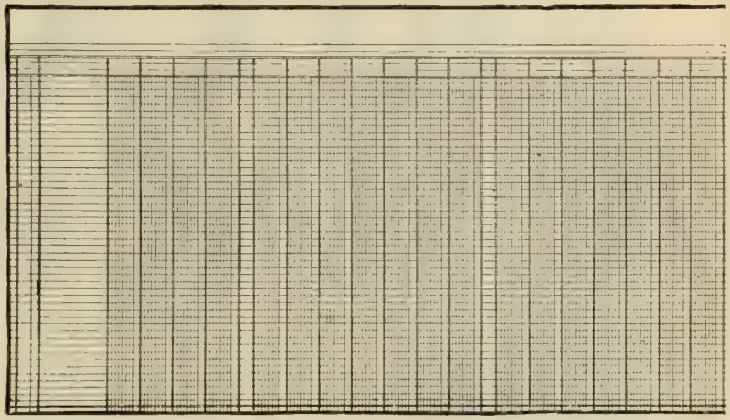
LUCKETT LOOSE LEAF, LIMITED
TORONTO



STYLE EH CLIP HOLDER

B&P Standard
TRADE MARK REGISTERED

B & P Standard Columnar Ruled Pads For Accountants and Bookkeepers



The wide variety of uses for columnar ruled pads places them foremost in the stationery field as one of the biggest, most saleable and profitable items handled by the stationer.

Accountants and bookkeepers are large users of these pads, which are extremely useful in making statistical and analytical reports of all kinds.

There are thousands of other uses for ruled pads, and they are used in one form or another in every office, counting-room or shop.

Made in two grades: "Manhattan Ledger" paper, white and "Canary Bond" paper, yellow.

Rulings: 4, 7, 11, 14, 18, 21 and 25 columns in both grades.

For detailed description see page No. 137, catalogue No. 45. For prices see price list No. 7, dated Nov. 1, 1918.

BOORUM & PEASE COMPANY

Makers of "Standard" Blank Books and Loose Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, New York
Factories: Brooklyn, N.Y.; St. Louis, Mo.

SALES ROOMS:

109-111 Leonard St., New York
Old South Bldg., Boston, Mass.
Republic Bldg. Chicago, Ill.
4000 Laclede Ave., St. Louis, Mo.



YOU SAVE TIME AND EXPENSE

By ordering from the nearest point of distribution to you.

MUTT AND JEFF BOOK 6 CARTOONS

By Bud Fisher

Buy in Winnipeg and save on transportation costs—you also get quicker service

Wholesale Distributors to the Trade

All the Latest Fiction and Periodicals

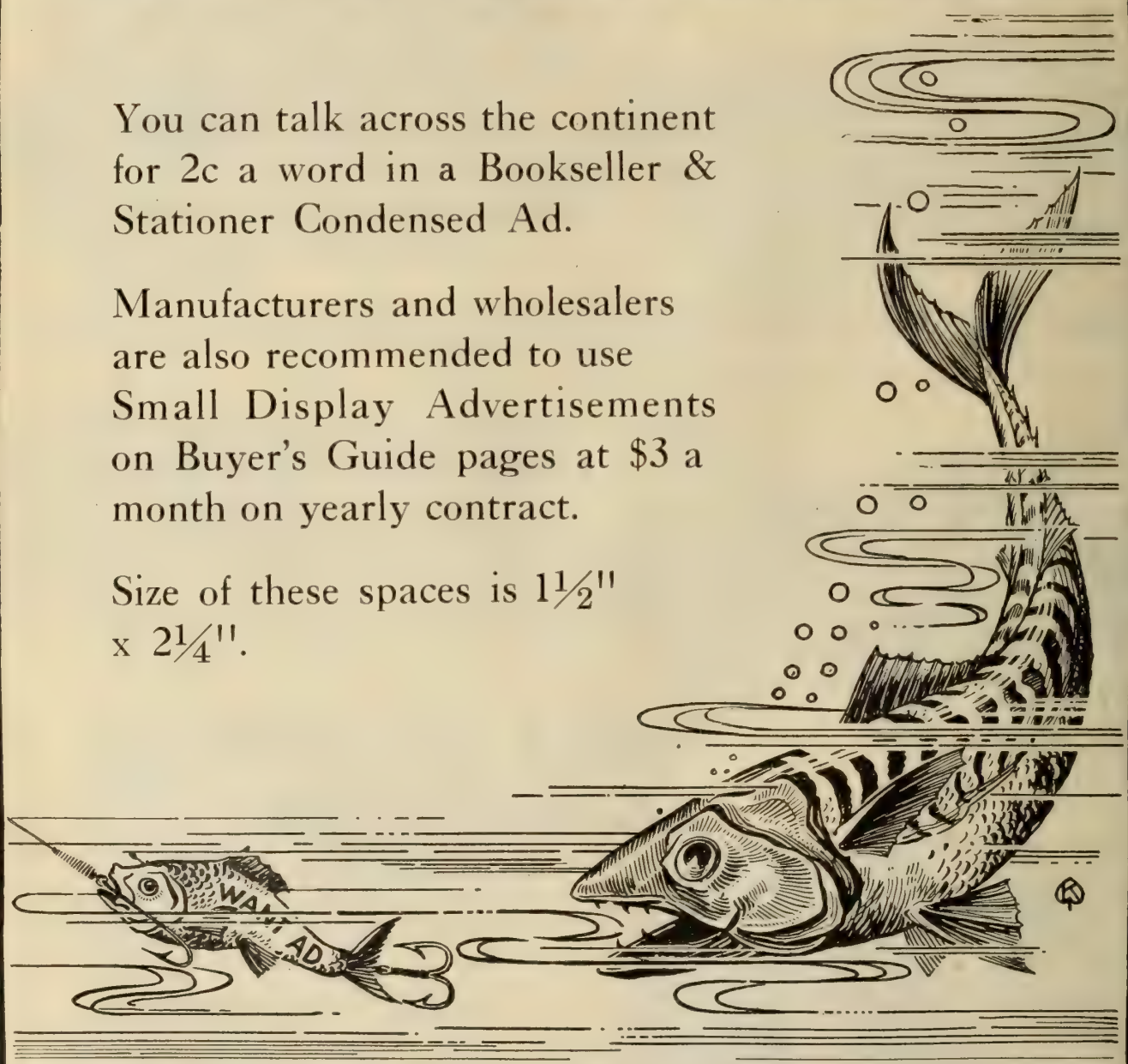
AMERICAN NEWS CO.
LIMITED
WINNIPEG, MAN.

THROW A SPRAT TO CATCH A MACKEREL

You can talk across the continent for 2c a word in a Bookseller & Stationer Condensed Ad.

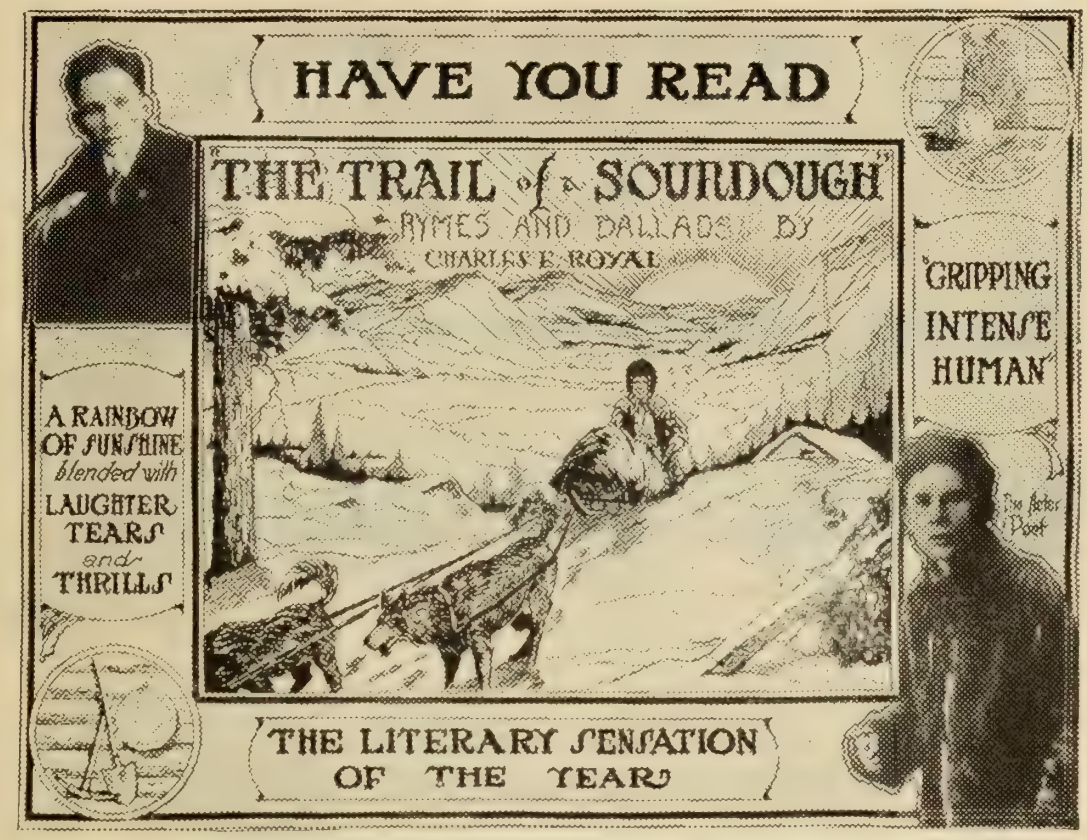
Manufacturers and wholesalers are also recommended to use Small Display Advertisements on Buyer's Guide pages at $3 a month on yearly contract.

Size of these spaces is 1½" x 2¼".



Selling Like Hot Cakes

It's going to stack up with the best of the best sellers!



Published by McCLELLAND & STEWART, LIMITED, Toronto

The Gift Acceptable

Stationery for Christmas

Everyone likes a pretty box of paper for Christmas—everyone—Mother, Father, Auntie, Sister and little Brother.

Conveys New Year greetings and Christmas thank yous—recalls the giver as long as it lasts. Usable even though a duplicate present.

Display



on your counters and in your Christmas windows.

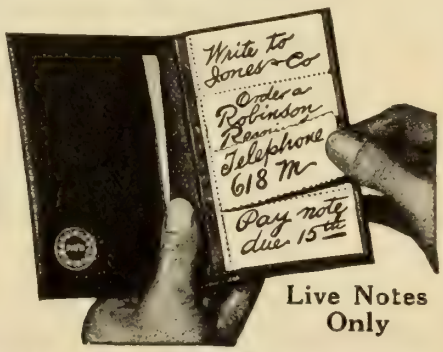
Eaton, Crane & Pike Co.

New York **Pittsfield, Mass.**

Nationally Advertised

Half a Million Sold!

Each Memo Separate



Live Notes Only

ROBINSON REMINDER

Tear Out When Attended to

When a memo is taken care of, it is torn out. The book is always "live" and clean. No data lost among crossed-out notes; no excuse for forgetting. Used by half a million people and the business is just getting under way! Advertised in over a dozen big magazines. Good profits, easy sales, plenty of store advertising. Write for special dealer offer!

Reminder with extra filler and handy pocket in cover:

Retail Price List—	3" x 5"	3½" x 7"
Handsome Black Leather	$1.00	$1.50
Cowhide or India Calf	1.75	2.00
Genuine Seal or Morocco	2.25	3.00
In Imitation Leather	.50	.75
In Cloth (without extra filler)	.25	.50

Ladies' Shopping Reminder, 2¾ x 3¾, with pencil and extra filler, $1.00; in patent leather, $1.25.

EXTRA FILLERS

Size 3 in. x 5 in. (4 coupons to a page)	$0.75 per dozen
Size 3½ in. x 7 in. (6 coupons to a page)	1.00 per dozen
Size 2¾ in. x 3¾ in. (3 coupons to a page)	0.70 per dozen

Name in Gold on Cover, 25c extra.

ROBINSON MFG. CO., 74 Elm St., Westfield, Mass.

A *Christmas* Plan

for

Every Dealer Who Sells the

Waterman's Ideal Fountain Pen

Live dealers are preparing for their annual harvest of sales of Waterman's Ideal Fountain Pens as Christmas gifts! They know the line is a sure seller and an excellent profit-maker.

Here is the way to make the very most of the season—

Take count of your stock of Waterman's Ideal Fountain Pens. Divide the total by the number of selling days up to December 24th. The result is your daily sales quota.

Resolve right now to sell that number of Waterman's Ideals to-morrow, or the next day, and every day after until Christmas is over and done with.

START TODAY!

We are helping you all we possibly can—newspaper advertising, magazine advertising, posters, window display—everything. Now help yourself.

L. E. Waterman Co., Limited

179 St. James St., Montreal

NEW YORK BOSTON CHICAGO SAN FRANCISCO
LONDON PARIS

How to Get Those Big Christmas Sales

THERE is no better way—we believe you will agree with us—than by suggesting books by well-known authors — authors' names which have proved themselves mightily acceptable and best-sellers in the past.

Then, remember the names of both authors and books in the list below. Be sure that your clerks are familiar with them. From this list you can suit any customer's wants, whether they want a gift for Aunt Mary, Uncle Tom, "Highbrow" Cousin George, or mischief-loving 'teen-year-old Lucy.

ARCHIBALD MARSHALL
Sir Harry

STANLEY J. WEYMAN
The Great House

ETHEL M. DELL
The Lamp in the Desert

GEORGE BARR McCUTCHEON
Sherry

ISRAEL ZANGWILL
Jinny the Carrier

ANTHONY HOPE
The Secret of the Tower

MRS. W. K. CLIFFORD
Miss Fingal

COMING SHORTLY

A New Jeffrey Farnol Book:

"The Geste of Duke Jocelyn"

You know how your customers will prick up their ears when a new Farnol book is mentioned. This one—to be placed on the market shortly—promises to be one of the best. The "Geste" means "romance," or story, and is an indication that the book is written in the archaic English which has been responsible for Farnol's big successes. Wouldn't it be well to let your people know this was coming?

VINGIE E. ROE
Tharon of Lost Valley

JOSEPH CONRAD
Arrow of Gold

CONINGSBY DAWSON
The Test of Scarlet

FRANCES R. STERRETT
Rebecca's Promise

BERTRAND W. SINCLAIR
Burned Bridges

MRS. VICTOR RICKARD
The House of Courage

LIEUT. E. STREETER
Same Old Bill, Eh Mable?

RIDGWELL CULLUM
The Law of the Gun

The Ryerson Press

Canada's Oldest Publishers

TORONTO

DOMINION

Office and Pocket Diaries for 1920



Now Ready

Games That Sell Well *for* Holiday Trade



	Per doz.
Parcheesi No. 3, Ludo No. 3	$7.20
Halma No. 2	6.60
Parcheesi No. 2, Ludo No. 2	6.00
Parcheesi No. 1, Ludo No. 1, Halma No. 1, Donkey Party, Ups and Downs, Tiddley-Winks No. 2	3.60
Authors No. 3, Lost Heir No. 2 Nations No. 2, Old Maid No. 3, Peter Coddles No. 2, Snap No. 3, Tiddley-Winks No. 1	2.00
Authors No. 2, Castaway, Lost Heir No. 1, Old Maid No. 2, Snap No. 2, Nations No. 1, Dr. Busby	1.20
Golden Locks, House That Jack Built, Jack the Giant Killer, Peter Coddles No. 1, Snap No. 1, Old Maid No. 1, Authors No. 1	0.85

The Canadian Almanac, for 1920

Seventy-Third Year

Edited by Arnold W. Thomas

The *Canadian Almanac* has been published continuously since 1848 and is indispensable to every Canadian engaged in professional or business life.

The *Almanac* is a directory of Canadian persons and things, such as:

Customs Tariff
Banks
Militia
Post Offices
Clergy
Government Officials
Schools
Societies
and a vast amount of general information.

548 pages
Bound in full cloth, gilt title.

Retail price $2.00 net.
A liberal discount to the trade.

THE COPP CLARK CO., LIMITED
TORONTO

SELECT NOTES

By REV. F. N. PELOUBET, D.D., and AMOS R. WELLS, Litt.D., LL.D.

SCHOLARLY
A storehouse of biblical information gathered from the greatest libraries of the world.

CONDENSED
The truths to be taught are condensed into the most simple form for immediate use.

COMPREHENSIVE
Covers every phase of the lesson from a scholarly analysis of the text to suggested references for more extended study.

PRACTICAL
Full of suggestions for personal application. For the busy teacher—the main thought in a nutshell.

Price, $1.50 net; $1.60 delivered

WILDE'S BIBLE PICTURE SETS

Sixty pictures in an attractive portfolio illustrating the Uniform Lessons for 1920

75 cents postpaid

W. A. WILDE COMPANY

Rand McNally Bldg. Chicago — 120 Boylston Street Boston

FOR SALE AT ALL BOOKSTORES

CARTER INX PRODUCTS

SELL THE BEST

RIBBONS AND CARBONS

Every bit of energy you put behind the selling of a line of merchandise has an accumulative value beyond the immediate return in profit. It tends to establish the line, making future selling easier and quicker. How important it is then to see that the line is **right** in the first place.

You will never regret an ounce of energy put behind Carter Typewriter Ribbons and Carbon Papers. They are business-builders. They more than satisfy the consumer and you can count upon the fullest co-operation from the manufacturer.

THE CARTER'S INK COMPANY

Mount Royal Ave. and Drolet St.
MONTREAL, QUEBEC

DIXON

You and the *ELDORADO* User

The user who knows

DIXON'S ELDORADO
"the master drawing pencil"

will ask you for it,—because he knows it.

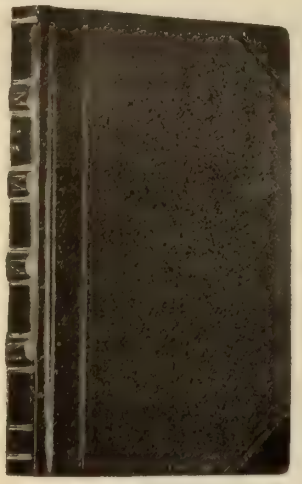
And the user who does not call for it will respect your judgment in pencils when you recommend it to him.

A. R. MacDougall & Co.
Limited

Representatives for Canada and Newfoundland

468 King St. West Toronto

DIXON



Line 25

BLANK BOOKS

IN ALL

RULINGS AND BINDINGS

Line 25

Bound Imitation Red Russia Leather back and corners, raised bands, heavy black cloth sides, gilt finishing. One of our best sellers. Have you placed your order?

Manufactured and sold by

W. V. Dawson, Limited.

MONTREAL AND TORONTO

Paper Fasteners and Punches

We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

AJAX EYELETS—Actual Sizes



#1 #2 #3

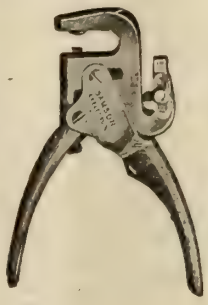
Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool

For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.



Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool—packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelet, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

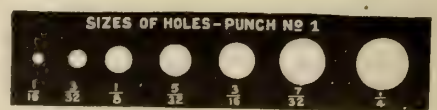
No. 1 Samson Hand Punch

Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.



Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅜ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

Canadian Representatives: Menzies & Co., Ltd., 439 King Street West, Toronto, Canada

Millions use this Pen



THE most popular pen in the world—used in every place—the most generally adaptable pen—firm yet flexible when desired—smooth writing—corrosion resisting—durable—SATISFACTORY.

The Esterbrook Falcon Pen

Our advertising in general and special magazines is attracting millions of readers. We have practical "dealer helps" to assist you to link up your store with the national advertising we are doing.

- **Counter Display Cases**
- **Samples**
- **Wall and Counter Cards**
- **Calendars**
- **Puzzles (to attract the children)**

Window Trims



Write us for information about the above. The pen is a little item, but we can help you make it a big factor in your store trade.

61st Year

The Esterbrook Pen Mfg. Co.
18-70 COOPER STREET, CAMDEN, N. J.

Canadian Agents: Brown Bros., Ltd, Toronto, Canada

Esterbrook Pens

"Easiest to show!" "Easiest to sell!"

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXV. DECEMBER, 1919 No. 12

IN THIS ISSUE

A Vital Book Trade Question.
What Will Drury Do ?
Good Outlook For Toy Trade.
Chief Basis of Building Book Business.
Retailers' Advertisements Reviewed.
Better Pricing Plans.
Commissions and Bonuses.
Dealers' Place in Loose Leaf.
Best Selling Books in Canada.
Selling Points About Timely Books.
Books For Sportsmen.
New Goods Described and Illustrated.

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Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1887

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

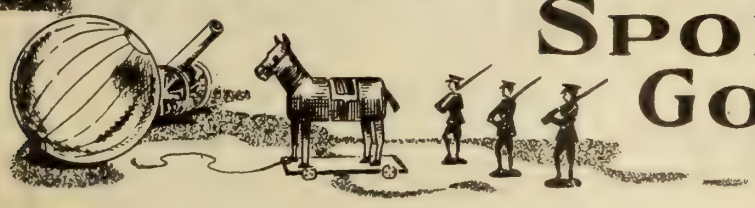
CANADA—Montreal, Southam Building, 128 Bleury Street, Telephone Main 1004. Toronto, 143-153 University Ave., Telephone Main 7324. Winnipeg, 1103 Union Trust Building, Telephone Main 3449. Vancouver, 439 10th Avenue, West.

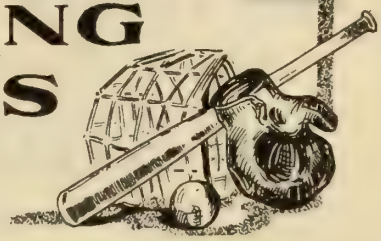
GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, Mrs. E. C. Gibb, Room 620, 111 Broadway, N.Y.; Telephone Rector 8971; Boston, C. L. Morton, Room 734, Old South Building, Telephone Main 1204. A. H. Byrne, Room 1401, Lytton Bldg., 14 E. Jackson Street, Chicago; Telephone Harrison 9133

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TOYS and GAMES
SPORTING GOODS





FEATURING

CHILDREN'S TRADE

TOY BOOKS, STORY BOOKS AND OTHER GOODS FOR BOYS AND GIRLS

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO

Supplement to "Bookseller and Stationer" — Publication Office, Toronto, December, 1919 — Vol. xxxv. No. 12

EXPANSION

This department, previously restricted to children's goods, will in future comprise sporting goods, fancy goods and other kindred lines.

Watch for special articles in the New Year's Number.

Also

Important announcements by manufacturers and wholesalers.

Advertisements for New Year's Number must be in not later than December 24.

?

DO YOU WANT TO KNOW

where to buy Doll Stands, Dolls' Wigs, Steel Marbles, Paper Hats, Tricks and Puzzles, Noisemakers, Serpentine Confetti, Indian Chief Outfits, Children's Stationery, Eyes for Dolls and Animals, Modeling Outfits, Airplane Novelties, Rubber Novelties, Seaside Specialties or any other toy trade novelties?
There are hundreds of things about which the average retailer would often like to have further information.

Remember, BOOKSELLER AND STATIONER'S
SERVICE DEPARTMENT
IT'S FREE TO SUBSCRIBERS—USE IT



Something New

INDOOR FOOTBALL

Sells on Sight

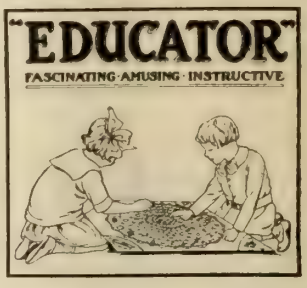
Play standard football indoors all winter. Boys are calling for this game every day. Also

"MYSTERO" SHOW OUTFITS



Every boy can be a Magician. Mystifying, Entertaining, Instructive.
We are ready to fill orders for holiday trade. Order now. Don't delay. Write for particulars.

UNIQUE GAME & TOY SERVICE
1328 Broadway, N.Y.



Will make a MERRY CHRISTMAS for any child and will make HAPPY every day of the NEW YEAR.

Just let your customers know you have this unusual educational game and they will wish **you** an extra MERRY CHRISTMAS.

It will take only a few days for an order to reach us and the goods to reach you. Try it.

G. E. PERRY CO.

MANUFACTURERS
1328 BROADWAY NEW YORK, N.Y.



Balloons by the Millions

are being sold.

Are you getting your share of this business?

Get ready now for 1920 by placing your orders for

Eagle Brand TOY BALLOONS

They Bring Repeat Business

INSIST upon having Eagle Brand Balloons and you will get **Quality.**

The retailer who has not begun to put real "pep" behind his efforts in pushing the sale of toy balloons and who is not prepared to get a good, big share of repeat sales by carrying an adequate stock always displaying a big variety of shapes and sizes, is missing a real opportunity for very materially increasing his business with a line that carries a greater measure of profit than most of the staple goods that go to make up his stock-in-trade.

Jump right into this toy balloon business to-day. Lose no time in ordering a good, well-assorted stock. Inflate a lot of them and show them in the store window. This can be done without marring the display of regular lines in the main portion of the window. The very nature of the balloons will attract great attention and you will find that the kiddies will simply stream into your store with the ready money in their little fists for the purchase of balloons, and especially will this be true of unusual shapes and colors. If you want to "start something," play the loud pedal on toy balloons.

THE EAGLE RUBBER CO.

Ashland, Ohio, U.S.A.

New York Office: 33 Union Square West

Canadian Agents: Menzies & Company, Ltd., Toronto, Canada

Largest Factory in the U. S. A. Making Toy Balloons Exclusively

This despatch was Cabled from London to the Canadian Press

"With a view to holding the Canadian market against German and United States competition, a number of British toy, fancy goods and stationery manufacturers have amalgamated to form the equivalent of a branch establishment in Canada, and have appointed W. C. B. Wade to take charge. Mr. Wade was for many years in Canada."—(Sept. 13th, 1919.)

The wholesale and retail trade of Canada will be glad to get the following additional advance information about some of the British concerns who are thus acting together, they include:

Firms	Goods Manufactured
Vickers Limited (Toy Dept.), London, Eng.	Soft and Wooden Novelties in Toys.
A. M. Davis & Co., London, England.	"Quality Series" of Greeting Cards. Birthday and Christmas Cards. SPECIAL LINE—Educational Series of Embroidery Cards.
G. Battle, London, England.	High-class Footballs—Association and Rugby. SPECIAL LINE—Regular pattern football made for the Canadian Army in England.
Gale & Polden, Ltd., London, England.	Boy Scouts' Books, Military Text Books, Colored Plates of Regimental Crests, Banners, War Medals, Ribbons, Children's Painting and Toy Books. SPECIAL LINE—Toy and Painting Books.
Chas. Clay & Sons, Ltd., Luton, England.	Imitation and Solid Leather Goods of all kinds—Dollar Bill Cases, Cigarette Cases, Car Ticket Cases, Pocket Wallets, Diaries, Ladies' Hand Bags, etc. SPECIAL LINE—Imitation Leather Wallets, Novelties, Car Ticket Cases, etc.
Hawksley & Co., Ltd., Liverpool, England.	Soft Toys of all kinds. SPECIAL LINE—Teddy Bears.
Robert Forgan & Son, St. Andrews, Scotland.	Golf Clubs. Makers to His Late Majesty, King Edward VII.

Canadian office and sample room just opened in Toronto.

Wholesalers and jobbers are invited to call personally or write for prices, terms, etc., to the Canadian office.

The retail trade can secure supplies from their wholesaler or jobber.

W. C. B. Wade

CARLAW BLDG. 28-30 Wellington St. W. TORONTO

Prospects Bright for Toy Trade

Export Trade From Canada is Growing—British Firms Concentrating on Canadian Trade—General Toy Trade News

EXPORT trade from Canada is beginning to assume far greater proportions than the most optimistic had anticipated prior to the organization of the Export Association of Canada in 1915.

As yet stationery products have not yet come along in this respect as have many other lines of Canadian manufacture, but they, too, are making headway.

Most satisfactory, as regards the interests of the trades served by BOOKSELLER AND STATIONER, is the development of Canadian exports of dolls and constructional toys.

According to the "Canadian Export Pioneer," fears are now expressed that Germany and Austria will have no difficulty in regaining their old market for toys in Great Britain and other parts of the British Empire, and, as that paper points out, Canada is exceptionally well suited to take an important part in preserving the toy trade for the Empire. One of the essential factors in the toy industry is the utilization of scrap or waste products from other industries. Now Great Britain has to import practically all of its raw materials, therefore the scrap must cost more than in the country of origin. In regard to wooden toys, practically all the wood suitable for toy manufacture is imported into Great Britain. It is a raw product in Canada as it is in Germany.

The French-Canadians are especially suited for the home manufacture of wooden toys, just as are the German peasantry, owing to the abundance and cheapness of the raw material and the long winters. In regard to mechanical toys and all others involving use of scrap metal, Canada is, except on the grounds of previous experience, in a better position to compete than Germany.

South America is a field that offers great possibilities for Canadian export trade, and in considering the advance that has already been made in exporting dolls, builder toys and various wooden toys, it would be well for the manufacturers to turn attention to this field, where they will find that a decided preference exists in favor of goods made within the British Empire, because of the high reputation for quality and value which British-made goods enjoy there, as elsewhere throughout the world.

An interesting circumstance, further favoring this development, is the existence in South America of large importing mercantile concerns controlled by British capital. The manager of one of these, known as "The South American Stores," doing a business running up into millions of dollars annually, told an interviewer in London, that Canadian products would find favor in the southern continent, and among the items he mentioned particularly were fancy goods and mechanical toys. He said that their merchandising efforts were particularly directed toward catering to the wants of the people of the upper-middle class.

Canadian-made writing paper and lead pencils are being sought after by British concerns, but without success, according to the "Canadian Export Pioneer," which has had enquiries as to where these products can be bought in Canada.

GERMAN PENETRATION

Signs of German "economic penetration" were visible in Toronto last month, when stationers and other merchants received from a Hamburg company a list of articles for which "orders and enquiries would be much appreciated." Judging from the very varied list of merchandise, lack of raw material is not worrying this particular German merchant. Among the articles he offers are more than fifty useful commodities.

Checking over the list, one wholesaler, who has had fifty years' experience in business here, pointed out that German producers would meet with strenuous competition in many of the productions they offer. He named, particularly, belts, balls, bootlaces, boxes, brooches, brushes, buttons, chains, knives, cups and saucers, and dolls, among many other articles. Germany would have to work very hard to meet the competition of Japan, he averred, whose agents were quite as active as the Germans'.

J. H. Wood, president of Fancy Goods, Limited, 468 King Street West, has received several solicitations by mail from German firms, and was called upon by a Toronto German. "I wouldn't have anything to do with them," declared Mr. Wood warmly, in referring to the subject. "Do they suppose we are going to fall all over ourselves buying their cheap stuff?" he asked. "There should be a surtax of about 100 per cent. on all German and Austrian goods. A Toronto man came in here offering me some German-made goods. He said he got them from Holland, where they had been during the war. I didn't waste his time or mine, but he got out of here in less than three minutes."

British Firms Concentrating on Canada

Manufacturers of Toys and Fancy Goods Are Co-operating to Develop This Market—Well-laid Plans

IT is most interesting, as a follow-up of the article appearing in the October issue dealing with views of G. T. Milne, Senior Trade Commissioner of His Majesty's Government in Canada, on the subject of planning for the expansion of trade between the Motherland and Canada, as well as the other Dominions, to tell of the action of a group of the British manufacturers of toys, fancy goods and kindred lines in establishing joint Canadian trade depots in London and Toronto with W. C. B. Wade in charge.

In dealing with this move Mr. Wade pointed out that absurd tales were rife as to the apathy of the British manufacturer where overseas markets were concerned, this attitude being contrasted with the alleged foresight and enterprise of his German or American rival. "We have to admit," said Mr. Wade, "that a decade or so ago, there was justification for criticism. In those days Great Britain did not need to seek for markets for her goods—the markets came to her. But, to-day, faced by the strenuous competition of many rivals, the British manufacturer has risen to the occasion, and, when normal conditions have returned, he will be found, keen and alert, armed with new weapons, and holding his own in every market of the world."

Hitherto, as is well known, only the largest British firms could afford to have direct representation overseas. The smaller firms had to work more or less blindly, dependent for their trade on the loyalty of agents whose interests sometimes conflicted with those of their employers, and the nebulous reports of British consuls, who were often anything but British. All this militated severely against the progress of such firms, and even in a dominion like that of Canada, bound to the Mother Country by the strongest ties, a manufacturer who was not directly in touch with the consumers found that he had only a precarious foothold in a market where sentiment alone might have been expected to secure him a considerable advantage.

Mr. Wade has inaugurated a plan by which, on a sound economical basis, this difficulty will be overcome. His policy is to secure, by means of co-operation, all the advantages of direct local representation for those firms which cannot afford an individual branch establishment in the great Dominion. The lines of trade to which he is devoting his energies are fancy goods, toys, sporting goods, and stationery.

Mr. Wade, until being demobilized, had been in the Army for four years, but previous to that had been in Canada for a number of years, connected with the fancy goods and stationery trade. For many years, as the busy president of an incorporated company trading in these lines of goods, he had to make a thorough study of the Canadian markets, and, being both a buyer and a seller, he came to acquire a unique knowledge of the idiosyncrasies of the trade. He will be able to feel the pulse of the market; to give ready and reliable advice as to the best selling lines; to place the latter on the market in the most direct and effective manner; and supply all the necessary information on such important matters as advertising, freights, transport, tariffs, etc. When, in addition, it is remembered that, by the co-operative system, establishment charges are dispensed with, and drastic economies can be effected in the direction of freights, trading charges, etc., it will be understood how his policy appeals to the manufacturer whose trade potentialities do not warrant a branch establishment overseas.

ESKIMO TOYS

New Specialty Line, Which Toy Manufacturers Might Introduce to the Trade

Toy manufacturers might strike a "pay streak" by introducing Eskimo specialties next year. The Eskimos provide their children with dolls and toy animals, as do the people of practically all other lands.

The Eskimos are wonderfully clever carvers in wood and ivory, the latter material being obtained from walrus tusks. To amuse the children a whole Noah's Ark of animals is thus evolved, including the polar bear, the seal, the sea lion, the porpoise, the sea otter and various species of whales.

The animals are a collection quite different from that composing the familiar fauna of our own nurseries. Conspicuous among them, however, are the dog and the reindeer. Mr. and Mrs. Noah appear, with Shem, Ham and Japhet, or their equivalents.

Some of the dolls turn their heads from side to side in a lifelike way by the help of a couple of strings wound about the neck and pulled by a finger passed up beneath the mannikin's clothing.

Even mechanical toys are not unknown to the Eskimos. One of them has a whalebone spring, which, when released, causes an alarming-looking animals to jump out of a box.

U. F. O. TOYS?

That money spent for toys is money well invested, not wasted, is supported by the fact that experts in pedagogy insist that as a child cannot be taught until it is first of all interested, therefore toys must be used as the medium of interest.

A good point in this connection was made by a writer in a recent issue of the Toronto "Sunday World," who said:

"It is interesting to know that when the youngsters insist upon us buying a whole lot of toys, which seem to be so much 'junk,' we are developing the imagination of young Canadians and giving their early thoughts a very decided bent, and in these days when we are trying to increase production it might not be a bad idea to advocate the manufacture of miniature farm implements for the boys, and as for the girls —(who said washing-machines?)"

TOY TRADE ADS.

Toronto, Nov. 10.—The early advertisements proclaiming the coming of Santa Claus are now appearing. Such bulletins, as reports of accidents met with by Old Santa, and of the illness of one of the reindeers, keep the kiddies in a state of excited interest. Enormous quantities of toys are being shipped by the wholesale houses, most of which are at higher prices than a year ago. Educational toys and dolls are the order of the day. The dolls are of superior quality to those of previous years, and the prices are accordingly higher. These goods have lost a great deal of their amateurish appearance, showing that Canada is coming more to the front in the manufacture of these lines.

TROUBLES IN WHEELED GOODS

One department in which late buyers this year are finding a considerable advance in prices, is that of baby carriages, go-carts, etc., lines that seem to gravitate to the toy department of most stores. One buyer for a large city store, who had placed orders nearly ten months ago, reports that present prices are running at least 20 per cent. over last year's, and repeat orders will be higher still.

There are also advances on wheeled goods, tricycles and bicycles, in which buying has been very active the last few months. Indeed, one buyer told BOOKSELLER AND STATIONER that he was almost ashamed to tell customers the prices these goods would carry; some of his tricycles running over $35.

The steel strike in the United States is going to have a serious effect on deliveries of these goods, as large quantities have still to be manufactured for Christmas trade. Not only did the men go out in the basic trades, but in various plants where these goods are manufactured. This is certain to cause a shortage in these goods, and many retailers are likely to go without a large portion of their expected Christmas stocks. Buyers who have been over to the United States, report that it is almost impossible to get repeat orders filled, and they must content themselves with what they have already secured. Conditions, due to the strike, may mean that no further parts can be manufactured in time to make delivery of the completed goods possible for the Christmas trade.

But all along the line, reports are coming of disappointments in deliveries, as the result of the serious curtailment of production. A manufacturer of stuffed animals, of the plush variety, recently wrote to a Canadian importer from the United States that his factory, which one year ago was working with eighty employees, was now reduced to thirty. This is a common story from across the border, and will account for delays in deliveries that will be serious this year. One large manufacturer was forced, late in September, to write his Canadian customers, telling them that he could not guarantee delivery until Dec. 1st for Christmas goods. In some cases, wires went back cancelling the orders, and there was a shuffle trying to repeat elsewhere or to arrange a substitute.

NOVELTY DOLLS

You have been made acquainted with "Splashme's" close relative—"Tissme"—of the coquettish eyes and puckered rosebud lips. But another member of the same family has just arrived from New York in time for Christmas. Her name is "Winkie," and she has one eye completely shaded by a drooping lid, in a manner more suggestive of Mickey than of a "perfect lady."

A new Kewpie, too, is expected to make his appearance soon. His chief attraction is an electric light bulb hidden inside his celluloid "tummy." The wire comes out at the feet, where a little stand is ready to be screwed onto somebody's bedroom light.

England is Buying Canadian Toys

Toronto Firms Manufacturing Dolls and Construction Toys Have Filled Big Orders

London, Nov. 13.—British children will play with Canadian toys this Christmas. An order for £1,500 worth of unbreakable dolls has been placed by Harrods, one of London's largest departmental stores, with a Toronto firm Other stores have also been stocking Canadian toys. Your correspondent enquired in several quarters and was assured no German toys had been bought for this year's gift season.

The foregoing cable despatch appeared in several Canadian newspapers. Canadian dolls and other toys are making good in Britain; for instance, one Toronto factory making steel constructional toys have already shipped more than thirteen tons of steel construction toys to England with additional shipments going by express each week.

Chief Basis of Building a Book Business

The Significance of Selling Children's Books — Second of a Series of Articles on Specialization in Bookselling



IN building up a retail book business the bookseller will do well to devote his most earnest attention to trade in children's books. Every bookseller who has been in business for any considerable number of years in a community, will have had the experience of seeing adult customers come into his store, who, but a few short years before, had to stand on tiptoe to reach up over the counter with a copper for a ruler or for daddy's newspaper; and there are some veteran booksellers who now have grown-up customers that are grandchildren of those self-same little boys and girls, now grandfathers and grandmothers. The public school life of a boy or girl, in most cases, covers a period of only about seven years, and in those years they of necessity are regular buyers at the bookstores. Then, as Collegiate Institute pupils, they are still better customers and they continue to buy at their favorite bookstore, for themselves, and later for their children, so long as that bookstore is properly conducted. Thus it is seen how the business is fostered on the cumulative plan by organizing so as to always reach out along all possible avenues for children's trade.

The technical schools are becoming more numerous year by year. These schools prepare children for the various trades as the collegiates and colleges do for the professions. The technical schools have occasioned a wider demand for technical books, but this branch of the book business, together with business books, will receive attention in a subsequent article.

In dealing with the potentialities of the development of trade in books for children, influence should be brought to bear upon parents to bring home to them the fact that books may exert a wonderful influence upon children in furthering their education outside the regular school hours, as well as during them. This big point was well brought out in a Public Library Bulletin as follows:

"Have you ever stopped to think how much time we spend in planning what we shall put on and in our children's bodies and how little in planning what we shall put in their minds? They go to school, to be sure, but that is for only five hours a day for approximately 185 days in the year. What of the years before they begin to go to school, what of the hours and days each year in which they are not under instruction? Have we any deliberate plan to care for the mind's growth as we care for the body's?

"It is just as important that children shall read good books as it is that they shall learn to read at all. It would be hard to find anyone who would declare that it is unnecessary for children to learn to read. Yet reading in itself is not the end we seek, but only a means to that end. The goal of all education is the enrichment of life, and a child's reading carefully guided will deepen and strengthen his future ability to make the most of himself and his opportunities.

"To really love books so that they may be woven into the warp and woof of his life a child should have his own individual library, which grows year by year with his growth, yet which contains friends to whom he will return time and again, secure in the knowledge of a happy companionship full of pleasant association. A large number of books is not essential to have, but a few should be added each year and the standard of choice should be kept high."

Christmas Trade

Just at this time of the year the bookstore is a most important centre of interest for parents and for children. Book gifts for kiddies of all ages go into the homes everywhere at Christmas time and the aggregate of business that this represents is so enormous as to stagger the imagination.

Once the bookseller's mind is seized with that big fact the logical sequence is that he will become an enthusiast in organizing for more thorough and systematic handling of children's book business. Its far-reaching importance is fully appreciated by the big department stores in the cities. Some of them use full-page newspaper advertisements repeatedly at this time of the year devoted to books for children. Windows are wholly given over to displays of toy books, picture books and other juvenile publications.

A significant circumstance is that such old favorites as "Mother Goose," "Alice in Wonderland," "Cinderella," "Mother Hubbard," "Water Babies," and many, many other familiar books that have been household words in every home for generations, continue in high demand each succeeding year. The same is equally true of the "hardy perennials" among books for older boys and girls, such as Robinson Crusoe, for instance. This may to a considerable extent be attributed to the preference for these standard old books for children that is inherent in the parents themselves; they live over again the joyful old hours of their own childhood when they introduce their own children to all that great and glorious company of heroes and heroines of juvenile literature.

With the old favorites there must, of course, be new books as well and the publishers have of late years eclipsed all previous periods in the quality and the elaborateness of the volumes for children which they have provided. It is not necessary here to go into the details of naming the titles of these books or telling who wrote them and where they are published. The aim of this article is to help to influence each bookseller to include a representative stock in his store of books for children—the old ones and new ones. This does not mean all the books published—that would ruin any man who tried it—but the prospective customer should be able to find in any bookstore just the sort of a book that he wants to buy for a child of any age. Of course, many cus-

tomers do not really know what they want when they go to the bookstore. They go there with an open mind regarding that question. Think of the opportunity opened to the bookseller by that circumstance alone! But, sad to relate, it is an opportunity seldom cultivated to full advantage by the average bookseller, and, too frequently, the customer goes away with a book that does not really represent an ideal purchase and consequently does not tend to bring repeat business.

It takes study to know how to do a really successful children's book business.

The hit or miss plan succeeds to a certain extent, especially in the Christmas trading season, but properly organized, the children's book department of any bookstore can be made the means of enormously increasing the total volume of business done, both as regards Christmas and everyday sales throughout the whole year.

CHILDREN'S BOOK WEEK

Truro, N.S., was among the Canadian cities featuring Children's Book Week, dealt with in a previous issue of BOOKSELLER AND STATIONER.

An exhibition of Children's Books was held at the Truro Public Library.

As has been pointed out before, these exhibitions are held annually in various libraries in the U.S., and the Toronto Public Library has been one of the most aggressive in this Children's Book work in the past few years. The idea is to show parents and others interested, what books are being put in the library for the children to read, and also to show some of the best Christmas publications, especially those with good illustrations, for the younger children. The booksellers of each town or city co-operate in the work, specially ordering any of the books that they do not have in stock.

The selection of books shown in these Children's Books exhibitions in U.S. libraries is made by such noted librarians as Clara W. Hunt, Children's Librarian Brooklyn Public Library, and Franklin K. Matthews, Chief Librarian of the Boy Scouts of America. Mr. Matthews says that the book market is being flooded with so-called boy-scout books, many of which grossly misrepresent the Scouts.

Children's book week has grown to big proportions in the United States and was nationally observed by the book trade throughout the country. It is a source of satisfaction that the idea has been adopted by at least some of the booksellers in Canada as well. Following is an extract from an advertisement appearing in one of the advertisements run in the different Toronto dailies:

A co-operative effort to get the widest public attention to the need of "More Books in the Home" and "Better Books for Children."

PICTURE BOOKS

Aesop's Fables, illustrated by Milo Winter, $2.00.

Peter Pan, by Barrie, illustrated by Arthur Rackham, $2.00.

Mother Goose, illustrated by Arthur Rackham, $2.50.

Christmas Carol, by Dickens, illustrated by Arthur Rackham, $2.00.

Buster Brown, 35c and 50c.

David Blaize and the Blue Door, by E. F. Benson, $2.00.

Mother Goose, illustrated by Blanche Fisher Wright, $1.50.

Mother Goose, illustrated by Ella Dolbear Lee, $1.00.

Children's Life of the Bee, by Maurice Maeterlinck, illustrated by Detmold, $2.00.

Children's Blue Bird, by Maurice Maeterlinck, illustrated by H. Paus, $3.00.

Water Babies, by Charles Kingsley, illustrated by Jessie Wilcox Smith, $1.25.

CHILDREN'S CORNER

Canadian booksellers visiting New York will do well to visit different retail bookstores to get ideas as to the subject of specialized effort in developing book sales. Considering children's trade, for instance, some good information may be gleaned by visiting the Lord and Taylor Bookshop, where there is a special corner for children. It is enclosed by high counters that insure little people complete privacy and quiet when they pore intently over Mother Goose rhymes. This secluded little room, walled by bookshelves, is furnished with the most diminutive chairs and tables imaginable, just high enough for little boys and girls.

For this little corner is the children's own—a department devoted exclusively to literature for little people. In this quiet spot children are invited to come and read—whether mother buys the book or not.

In other words, to quote Miss Ennis, the brown-eyed, sympathetic woman, who takes charge of the Children's Book Corner: "This is a corner where children may come and amuse themselves while mother does her shopping."

Miss Ennis realizes, of course, that on the whole children are not strictly the immediate buyers of children's books. Rather, adults who purchase the majority of children's books, have to be sold first. On the other hand, this shop realizes that children play a considerable part in the selection of their reading, and this corner provides the quiet spot in which to do it.

Another attractive feature of this Children's Book Corner is the little guest book idea. There is a big brown leather-covered guest book devoted exclusively to the little visitors to the corner. Nothing delights a child more than to be asked to write his name in it.



THERE IS A HUGE AUDIENCE EVERY DAY

The platform for the toy show in Eaton's Toy Department, Toronto. A background of imitation shelves filled with books has several giant "books" for children—Buster Brown, Little Red Riding Hood, Mother Goose Tales, Tom Sawyer, The Wizard of Oz, etc. The fairy waves her wand, the cover opens and out steps Mother Goose herself, the Straw Man, Alice in Wonderland, Cinderella and all the old friends. They have each a story to tell twice a day. The photo was taken after one of the performances

Editorial Chronicle and Comment

WHAT WILL DRURY DO?

NOW that the Ontario Government that always refused to give the bookselling trade a square deal in the matter of the sale of school text-books is out of power, being succeeded by the U. F. O.-Labor coalition with Premier Drury at the helm, it is to be hoped that a much needed reform in the educational department will be brought about.

There has for years been a lot of political hypocrisy regarding "cheap" school books and as brought out in the recent election campaign, the contracts for certain of the school books had expired with several of the publishing houses, and these were not renewed by the latter because of the increased costs. As a result the Government found itself in the position of having to have the text-books printed at greatly increased cost, and the whole cost was charged to the Government. In turn the Government sold the books at the price fixed in the old contracts, which the other publishing houses had refused to renew at the same rates. Consequently, while the books were being sold at the old price, the money to make up the difference will have to be raised out of other sources of the Government income. It was stated that the grammar which formerly sold for ten cents could not now be produced for less than twenty-six cents in 25,000 lots. The difference of sixteen cents a book had, therefore, to come out of the taxes and other income. The increased costs would also apply similarly to other text-books.

This sort of political juggling should cease and as "a new broom always sweeps clean," the Farmer-Labor administration may reasonably be expected to institute school book reform.

The shortage of text-books at school opening time was a serious handicap to schools and to the dealers.

The retail booksellers are again confronted with the necessity for a trade organization to help them to place their representations before the Government in a proper and effective manner.

IMPORTANCE OF TOY TRADE

WHILE there are some booksellers and stationers who do not sell toys, the vast majority of them do and their number is growing, because selling toys is a far different proposition to what it was a decade or more ago. Largely since that time, the construction toys of steel have been evolved and their sale has assumed enormous proportions. Their manufacture has developed into an important industry in Canada and this country has, in fact, been placed on the map as an exporting country as regards this line, also wooden toys and dolls.

In the general line of toys and games the proportion of the business done may conservatively be estimated at 10% to 15% of the total annual turnover in the average store handling books, stationery and toys. In fact, of about a score of stationers asked that specific question, most of them placed the proportion at 15% or over, several estimating it at 20% and two at 25%.

One of the largest Calgary book and stationery stores, that of D. J. Young & Co., does a toy business amounting to 10% of the total turnover. In the store of the Canada Drug and Book Co., Regina, the proportion is 12%.

These are statistics full of meaning for other stationers, especially the minority, who do not sell toy lines at present. They will do well to get into this lucrative field and they can, by careful selection of lines, so control this department as to make it among the most profitable of the lines constituting their stock-in-trade.

Toys, dolls and games, as a line, fit in very well with such goods as fancy novelties and sporting goods, both of which lines are now sold by nearly all the stationery stores in Canada.

EDITORIAL NOTES

BOOKS and calendars make a good combination window display.

* * *

CHILDREN'S trade appeals should loom large in the Christmas advertising of every bookseller and stationer.

* * *

EVERY bookseller should read and digest the letter of F. E. Osborne, of Calgary, appearing in this number. It deals with a subject of vital importance to the interests of the book trade.

* * *

ONE stationer in St. Johns, Quebec, does a business of $1,000 a year selling flashlights and supplies. This is a good tip for other stationers looking for sidelines.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

SOME retailers find it advantageous in order to encourage early shopping for Christmas to have special bargains on certain days well ahead of the final rush in the last two weeks before Christmas. By taking a leaf from the department store methods of advertising in the newspapers any store can help to create a stir by playing up certain lines at special prices, even though these changes in price be but slight, as for instance, a dollar item at 98c or 95c. The following extracts featuring toys from a recent advertisement of a large department store serves to indicate an effective plan to follow as to the make-up of an advertisement of this nature:

ROCKING HORSE, $3.98—Large size, felt covered horse, mounted on strong rockers, in black only, slightly imperfect. Just a limited number to sell at this low price.

KINDERGARTEN SETS, $2.50. —Comprised of a square table and two chairs, strongly made and a choice of red or oak finish.

COASTING WAGONS, $5.25 to $12.00 —Strong Boys' Wagons, with roller bearings, which makes them run easy and wear longer. Here in all sizes.

Red Deer, Alta.—Here is an extract from a recent bookstore advertisement in the Red Deer "News":

FOR THE LONG WINTER EVENINGS a good game, in which the whole family can join, helps while away the time. We have a splendid assortment of

Games of All Kinds

including Crokinole, Caroms, Parcheesi, Chess, Checkers, and many old and new favorites.

Guelph, Ont.—A good book ad. of Nelles' Bookstore was worded as follows:

BOOKS

Great cases of all the latest Books are coming in daily.

THIS IS TO BE A REAL BOOK YEAR

1,000 reprints arrived this week, comprising all the best authors, at 75c each.

WALL PAPER AND WINDOW SHADES

Simcoe, Ont.—Baillie & Co., Norfolk street, advertised for Saturday only:

7 five-cent scribblers for 25c; 13 three-cent scribblers for 25c; 2 fifteen-cent scribblers for 25c; 15c writing pads for 10c.

Picton, Ont.—A. Bristol & Son's department store, now has a book department in which reprint novels are especially featured.

Toronto, Ont.—The following paragraphs are from a recent advertisement of McAinsh & Co.'s bookstore:

Men and women are now reading books as never before—not only reading books, but talking books. This is, therefore, going to be a real "book" Christmas. Fortunately, one can always choose a book to exactly suit the mind and taste of one's friend. Let us help you to make your selection. Our tables and shelves are loaded with all sorts of good books.

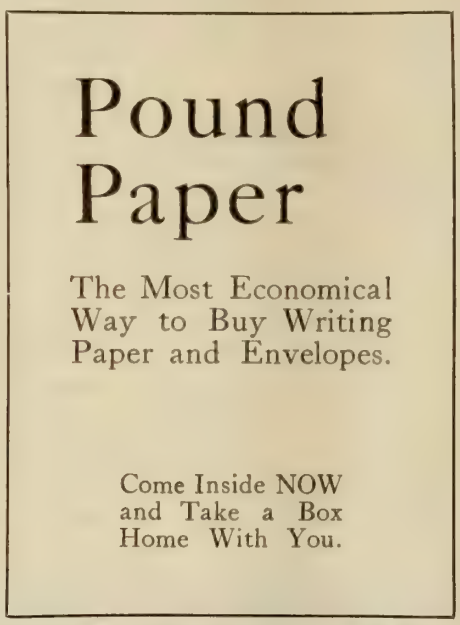
THE CHILDREN'S ROOM

This is one of the most attractive sections in the store, especially for the young folks. Thousands of volumes are here. Come along and look them over.

Then we have Christmas cards, calendars, boxed stationery, fountain pens, pictures, etc. The variety is endless.

SHOP EARLY

Store Hours—8.30 to 6; Saturdays until 10 p.m.



Suggestion for Window Card for use with display of pound papers. Price cards on the packages themselves will do the rest.

Goderich, Ont.—Porter's Bookstore adopted the unusual plan of restricting a wallpaper advertisement to this informative paragraph:

"From the health-giving spruce-wood of the northern forests, spread over with the purest clay that Mother Earth can produce, which is colored with harmless dyes of mineral and vegetable origin, comes wallpaper, that you can get for any room in the house at most reasonable prices."

Pincher Creek, Alta.—Upton's Library advertises that the library contains 300 books of standard fiction. "Join now and have the full winter's reading. $1.50 per year and as many books as you can read."

Galt, Ont.—Meikelham's conducted a one cent sale last month. This store did a good business in Hallowe'en goods, good striking newspaper advertising helping greatly to attract business.

Hamilton, Ont.—The Robert Duncan Co. advertised "Universal Children's Books—

"Hundreds of new and unusual books for children have just arrived.

"There are books for children of all ages.

"Inexpensive, too."

Arnprior, Ont.—"New notepaper in all the most delicate tints, with very fine border. This is a very fine grade of linen paper, envelopes to match. The two in box, 50c. Very fine stock of pads, all shapes. Good linen note paper, boxed, 25c."—From a newspaper advertisement of S. E. Johnston.

Lethbridge, Alta.—Personal greeting cards have been advertised very effectively in the Lethbridge newspapers by the Red Cross Drug and Book Co. Here are paragraphs from a recent advertisement:

"You can greet all your friends at a minimum cost by sending Christmas cards.

"We have a very attractive line of personal Christmas cards. These are printed with your name and address, making an exclusive and personal card for you."

Fenelon Falls, Ont.—G. F. Vicars in his book advertising uses as his appeal: "Good reading for the long winter evenings now coming," and attention is paid to latest fiction, reprint fiction, boys' and girls' books, hymn books and Bibles.

Whitewater, Man.—Here are a few extracts from an advertisement by Burnett's:

We have 400 new books, all of the copyright novels issued this year, and all of last year's best sellers.

Among our Christmas goods is a large assortment of games for the winter evenings—

Crokinole Boards, complete, $3.50; Card Games—Pitt, Flinch, Plaza, Lost Heir, Euchre and Whist Cards, also Dominoes—35c, 50c and 65c.

Brandon, Man.—McFee's, operating two stores, advertise Christmas papeteries "from 50c to $6.00—make a small deposit and secure your choice."

Mount Forest, Ont.—E. P. Warden, advertises "Envelopes That Will Stick," at 10 cents a package.

Halifax, N.S.—Early in November A. W. McKinlay, Ltd., began to advertise 1920 office diaries. Diaries should be selling rapidly around Dec. 1. Do not postpone effort in diary sales until after Christmas—get this business now "before the other fellow gets it, perchance some out-of-town salesman, because they are everlastingly at it. The local dealer deserves the home trade, but unfortunately he must fight for it. There is an aspect of this that is far from gloomy, however, because this outside competition livens trade and the harder the local dealer works the greater will be the openings for additional business that will unfold themselves to him.

Winnipeg, Man.—Here are some typical paragraphs from newspaper advertisements by Russell Lang's "Western Canada's oldest Bookshop." They afford good suggestions for other booksellers and stationers:

DANCE PROGRAMMES

Our printing and engraving departments are busy these days producing Social Stationery. Invitations, Dance Programmes, "At Home" Cards, Professional Announcements, etc., etc.

Crests and Monogram "Dies" made to order. Ask for Mr. Snyder.

WEDDING ANNOUNCEMENTS

Wedding Invitations, Wedding Cake Boxes, Wedding Enclosure Cards, etc. Orders promptly filled.

"BRIDGE" STATIONERY

Dainty Tally Cards, Scoring Pads, Bridge Rules, Text Books on Card Games, Playing Cards. Full stocks.

For Party Prizes—Nothing nicer than daintily bound books. We have them in great variety.

Berwick, N.S.—Wilson's Book and Novelty Store in a school supply ad. devoted this paragraph to scribblers:

We have all kinds—Thick ones with thin paper; thin ones with thick paper; little ones for little folks; exercise books, blank drawing books—and all a little better than you can get at most places.

Leamington, Ont.—Hawkes & Noble, booksellers, set a good example for bookstores located in small towns by using liberal newspaper space to advertise books. There isn't a town or village where good aggressive effort can fail to develop a good business in books if the dealer will but pay the attention to this branch that he does to the stationery end of the business.

Creemore, Ont.—W. J. Corbett & Son, in November did some good advertising in the newspaper, effectively promoting early attention to the subject of buying Christmas gifts. In one advertisement headed "Scatter Sunshine with Christmas Cards," the following suggestions were offered "for making this coming Christmas a happy one for yourself and others":

1. Begin NOW to keep a note-book of addresses of relatives, friends, acquaintances, business associates and customers.

2. Think of the people you used to know who would like to hear from you again.

3. Think particularly of the old folks, of the children in your neighborhood, your employees, and members of your church.

4. Select NOW from our large stock, which has just been opened. A Christmas Greeting Card for everyone on your list, get them addressed and mailed in plenty of time to reach your friends before Christmas.

Walkerton, Ont.—P. A. Lambertus does some good newspaper advertising of various stationery items. Kodaks and supplies constitute an important branch of this store's business.

Listowel, Ont.—The Bazaar has been featuring this season two special dolls at 39c and 25c. The store has a toyland section, and besides dolls, toys, picture-books, etc., a great variety of Christmas cards and calendars are shown, all these goods being conspicuously featured in the store's newspaper advertising.

Fort William, Ont.—Lowery's is a book and stationery store that is alive to the profit to be made by carrying a representative stock of popular games, including game boards. In a recent advertisement especially featuring game boards, the following interesting matter was presented:

"You can make no better investment because the numerous games which can be played upon them will keep the young folks constantly interested and take away the desire to go 'down town' and seek their amusement in questionable places.

"Many of the games are educational and all of them wholesome. For a small price you can supply your home with an inexhaustible mine of recreation and entertainment. You will be surprised and delighted to see how both children and grown-ups take to these games. The games of skill educate the hands and and eyes and cultivate the judgment. They are great developers of the desire to excel."

This is good stuff and here is a good instance in which the average retailer may to his advantage take a leaf out of the other fellow's book.

Sydney, N.S.—Murphy's Bookstore has been doing some good book advertising in the way of specialization of books off different classes such as books for boys and girls. A recent advertisement, for instance, was headed: Gir's' Books, in bold type, with particular mention of

Getting Ready for Christmas

PRIVATE XMAS CARDS

Beautifully designed, artistic cards with envelopes to match. Greetings carry a true Xmas message with the personal value of being imprinted with your own name.

SAMPLE BOOKS ARE READY

ANOTHER LOT OF MUSIC

Just in, including: "I'm Forever Blowing Bubbles," "Micky," "Beautiful Ohio."

ORDER YOUR

MAGAZINE SUBSCRIPTIONS

through us. We give you publishers' prices on all magazines and newspapers, saving you the cost of remittance, and in case of any trouble we are right here on the job to make good. We guarantee prompt service. Why take a chance on giving your order to any travelling stranger who solicits your orders?

NEW BOOKS

Shipments are pouring in 'most every day.

LATEST FICTION
POPULAR REPRINTS
BOYS' AND GIRLS' BOOKS
PICTURE BOOKS for the wee kids

Give the growing children plenty of good reading. There is no greater or more wholesome educational force.

The Gaetz-Cornett Drug & Book Co.

the Polly Pendleton Series at 75c a volume, and a paragraph telling in a general way of the nature of the volumes constituting this series. Another series of books for boys and girls were similarly treated in other advertisements, a four-inch single column space being regularly used for this purpose.

New Glasgow, N.S.—White's, in a recent wallpaper advertisement, made the following effective appeal:

"Aren't you tired of the same old patterns and the same old colorings on the walls? There is no need of going through another winter staring at the same old wallpaper.

"You will want your home to look bright and cheerful for Christmas and the way to have that is to put new paper on the walls.

"Kitchen tiles, bedroom floral designs, Allover patterns, tapestry designs and mottled papers in great variety with borders to match.

"When you look over our sample books you will agree with us that nothing finer in wallpaper has ever been shown in Pictou County."

Parkhill, Ont.—Benham's bookstore in a talking machine advertisement makes this appeal:

"Your Home—is it the place that young people love to spend the evening in, or do they seek amusement elsewhere?"

THE INK SITUATION

There has of late been a most noticeable improvement in the quality of the writing inks supplied by the various makers over the quality of the inks that were supplied in the earlier war years after pre-war stocks had been exhausted. Dealing with this subject at the convention in Richmond, Va., of the National Association of Stationers, the committee on inks and mucilage reported in part as follows:

The ink industry faced unusual difficulties in the manufacturing of their products when suddenly forced to change their formulas and experiment with a Chinese product instead of Arabian Gall and American dyes that were not permanent in color.

It is believed that now practically all of the lines are giving greater satisfaction for Arabian Gall is again obtainable and the colors of American dyes are apt to improve if the industry is placed in a permanent position by means of tariff production.

It will not be amiss also to remind you of two important selling betterments that now seem to be thoroughly established with the trade.

First. Reputable manufacturers no longer practise selling to consumers and at the same time giving them bonuses or premiums for sale.

Second. Stationers who at one time or another sold certain brands of inks without profit now sell at remunerative prices or at rates recommended by the Catalogue Commission.

Many other improvements in selling inks and adhesives besides the two named above have taken place in the last fourteen years and your present committee, which has served for several years, find it difficult to suggest a series of questions on any subject not mentioned in former ink and mucilage reports.

PROSPECTS SUBPOENAED

An idea that appears to be particularly clever and effective is the advertisement gotten out by one stationer which was in the form of a subpoena, says "The Viewpoint." It consisted of a piece of paper folded the size of a subpoena, having on the outside lettering in exact imitation of the real article. The text matter on the inside had an introduction beginning: "You are subpoenaed to show cause why you do not trade at ....."

St. John's, Nfld.—Garrett Byrne ran the following advertisement recently in the St. John's "Telegram":

DIALOGUE BOOKS

RECITERS and BOOKS ON ETIQUETTE, ETC.

Outport Postage, 2c.

Exhibition Dialogues, suitable for school exhibitions, 30c.
Musson's Popular Dialogues, 30c.
Dialogues and Recitations for Young Folks, 30c.
Dialogues and Speeches, 30c.
The Latest Dialogues, 30c.
The Book of Tricks and Magic, 30c.
The Book of Coin Tricks, 30c.
Book of Conjuring Tricks, 30c.
The Mystic Fortune Teller, 30c.
Love Letters—How to Write Them, 30c.
Love, Courtship and Marriage, 30c.
Mannerisms — A Handbook of Social Customs, 30c.
Practical Etiquette, 30c.
A Manual of Etiquette for Ladies and Gentlemen, 30c.
Manners for Girls, 35c.

Any of the above books promptly mailed to any address upon receipt of price and 2c for postage.

GARRETT BYRNE

Bookseller & Stationer

A new top for New York kiddies is made of wood, in shape resembling a little peasant mannequin. It is nicely finished and painted, and sells over there for $1.00.

A novel paper weight of wood stands as a demure tot, in flaring frock, shiny black hair and slippers. It is priced in New York at $2.75.

BETTER PRICING PLANS

Tips on How to Add to Profits—Never Buy Goods You Don't Need Just Because They're Cheap

JUST because you pay the same price for goods of varying attractiveness, do you put the same selling price on them all? If you'll think it over, you may find a better idea.

Suppose you buy cabinets of stationery at $6.00 a dozen, priced to sell at $1.00 each. Without doubt, some of them will prove better sellers than others. Some will be unusually attractive; some may be picked out as hard to get rid of.

Why put them all on sale at one price? Why not pick out a lot of the most attractive for a $1.25 price tag, put the dullest sellers at 75 cents, and let the general run of them go at $1.00 you intended for the lot? You can figure a better total profit for yourself in this way, and you'll find that the choicest numbers will go as readily at the higher price as at the $1.00, and what might have been dead stock at $1.00 will go at 75 cents.

Keep up with what you are selling, and you'll know what takes well and what doesn't.

Never buy what you don't need because it's offered cheap, unless you are certain you can get rid of it quickly.

Buy a little under your last year's sales and leave a margin, so you may pick up a bargain later in the season.

But don't let your stock get so low a customer can't find what he wants.

Read your trade journal, and see what is being offered that is new. Know what's in the market, and what it's worth, and you can meet the travelling man on a fairer footing.

Give the manufacturer time enough on orders to insure delivery early enough to have the goods made right.

Don't nibble at every fad, and don't swallow any of them whole. But, when you see something new is going to make a hit, don't stay out of the game until you are forced in by your competitors.

When a customer calls for a particular article and you haven't it, what do you tell him?

"We haven't got it," isn't a very courteous answer, though it's the truth. It doesn't help the customer get what he wants. And it spoils a sale for you, too.

Perhaps he'll take something else, if you'll show him its good points without appearing to try to force a substitute. And if he won't do that, perhaps he isn't in too big a hurry to wait for you to order it.

And if that fails, it is worth your while to send and buy it for him, even if you don't make a cent. and have to pay a messenger. For that keeps him your customer, instead of sending him inside your competitor's store. And you know how much that means.—The Viewpoint.

NEWS OF THE TRADE

EXPECTS BRISK HOLIDAY TRADE

Chapman's Bookstore, Peel street, Montreal, is looking forward to a brisk trade for books during the holiday season. In speaking with Mr. Chapman, he informed BOOKSELLER AND STATIONER that it was very difficult to know, ahead of time, what the probable demand would be, that is, for what particular copyrights. The buying public are not, in matters of this nature, minded to give the book man much, if any, assistance. He must pursue his way and seek to gauge the probable demand for a given book or set of works. If he strikes it right, he, of course, considers himself fortunate. As Mr. Chapman said, "It may be Ludendorff, or Tirpitz, or Willison's Reminiscences."

In any case, it is expected that there will be a healthy demand for books. And Mr. Chapman believes that there will be a sale for the better bound volumes costing $5 to $7 each, and even up to $10. When the time to buy comes, the public are likely to buy freely.

Theosophical Library

The University Bookstore, McGill College Avenue, Montreal, is inaugurating a library on books dealing with theosophy.

Colin R. Holborn, the proprietor, told BOOKSELLER AND STATIONER that he expected there would be a ready request for the various volumes, which will run, at the outset, into probably 100 volumes. These will be loaned at two cents a day.

Mr. Holborn anticipates that the idea will be a success from the outset. There are many interested parties in Montreal who will want to know more about theosophy, and not only will they take books from the lending library, but Mr. Holborn anticipates that he will have a ready sale for books of this nature. The library will having a filing system in connection.

HALIFAX TRADE BUDGET

Halifax, Oct. 27.—The Penn Stationery Company, of Halifax, have purchased a valuable property near the corner of Hollis and Salter Streets, which they will have remodelled.

E. N. Foster, of the Brown Bros., Limited, and Mat Reid, of Barber-Ellis, Limited, are finishing up the year's business in the Maritime Provinces. Both report business good, but prices higher.

The number of students attending Dalhousie College, Halifax, this year has doubled, which has taxed the bookstores in that city to try and supply the scholars with books; but the demands are fairly well met.

It is rumored that, owing to the difficulty in getting satisfactory help, one of the largest book and stationery houses in Halifax are offering their business and premises for sale..

Charles MacKinlay, of A. & W. MacKinlay, Limited, spent the month of September on the Pacific Coast, and is back at his desk, feeling the better after his vacation.

The retail stationers report business good in office supplies. Customers are now buying the 1920 office diaries.

J. L. Connolly & Co., Halifax, had their window very tastefully dressed with Hallowe'en novelties. John Connolly takes pride in having one of the best-dressed stationery windows in the Maritime Provinces.

BRANCHING OUT

The premises in London, Ont., formerly occupied by R. C. Struthers & Co., will shortly be used by the Hay Stationery Company, for the purpose of manufacturing their goods. A joint stock company has been formed, and plans for the extension of the present business have been made. The firm manufactures loose leaf binders and supplies and greeting cards of all descriptions.

NEEDLES AND PINS

A subscriber enquires as to English manufacturers of needles and pins. They are as follows:—

Needle manufacturers: Gramostyles, Ltd., 249 Icknield Street, Birmingham; Kirby, Beard & Co., Ltd., Ravenhurst Works, Bradford Street, Birmingham; and the following firms, all in Redditch, England—Avery & Son, W.; Bartlett & Sons, Ltd., Wm.; Cook, Hy., Easemore Works; Crescent Manufacturing Co., The; English & Son, Ltd., J., Queen's Works; Harper, Thomas & Sons, Ltd.; Hemming & Son, Richard, Forge Mills; Hessin & Co., T.; James & Sons, Ltd., John; James, Arthur, Excelsior Works; Laight & Co., C.; Mills & Co., J. M., Washford Mills; Milward & Sons, Ltd., Henry; Morris & Yeomans, Ltd., Astwood Bank; Shrimpton (Emanl.) & Fletcher, Premiere Works; Thomas & Sons, James, Mill Street Works; Thomas & Sons, Ltd., S., British Mills; Woodfield & Sons, Wm., Easemore Works; Broadway Smallwares, Ltd., Astwood Bank; Morrall, Ltd., Abel, Clive Works.

The pin manufacturers are all in Birmingham, as follows:—

Allwood, Blackband & Co., Ltd., 48 Great Hampton Street; Burns, James, 59 Hampton Street; Cox, Lewis Richard, 6 (back of) Broughham Street, Lozells; Edridge, Ltd., Edward, Phoenix Works, Ashford Street; Goodman, Ltd., George, 8p Caroline Street; Harris, Wm. Joseph, 111 Whitmore Street, Hockley; Hiskins Bros., 15 College Road, Saltley; Jarrett & Rainsford, Ltd., Kent Street; Kirby, Beard & Co., Ltd., Ravenhurst Works, Bradford Street; Phipson & Son, T., 1 Princip Street; Rowley & Co., Chas., High Street, Bordesley; Setten & Durward, 117 Livery Street; Smith Bros., 23 Newhall Hill; Startin T. E. Linnett, 106 Emily Street; Tayler & Co., Ltd., D. F., New Hall Works.

TRADE NEWS

A ten-acre plant, comprising ten large buildings and covering more than 235,000 feet of factory space in Toronto, is to be devoted to the manufacture of Columbia Grafonolas and records. The Columbia Graphophone Company has bought from the Imperial Munitions Board the plant of Canadian Aeroplanes Limited, on Dufferin Street, north of Lappin Avenue. With one exception, this is the largest plant under one roof in Toronto.

Thomas Swan, for a number of years manager of the Imperial News Company, Montreal, has been appointed manager of a new branch of the American News Company, which is being opened up in Hamilton, Ontario.

H. Barnsley, stationer, 1648 St. Clair Avenue, North Toronto, pays special attention to the periodical trade, and, besides magazines, sells newspapers quite extensively.

The National Association of Stationers have recommended that the manufacturers of tinware devise some method of stamping the numbers on the bottom of cash and bond boxes, etc., so that they can be more readily recognized by salespeople when making sales.

Besides stationery lines Ernest Bridger, Timmins, Ont., stocks toys, fancy goods and china. In the stationery branch, office supplies are given special attention.

More About Commissions and Bonuses

Report of Special Committee Presented at Convention of National Association of Stationers of the United States

READERS of BOOKSELLER AND STATIONER, recalling the articles and letters from some of the representative stationers of Canada appearing in this paper about a year ago on the subject of commissions and bonuses to sales persons in the retail store, will read with special interest the following report of the committee having this question in charge, as presented at the annual convention of the National Association of Stationers at Richmond, Va.:

As far as we can learn, the general practice among stationers all over the country is to pay a straight salary to salesmen; we understand that some concerns pay a straight commission, and a few others pay a combination of salary and commission. After careful investigation of the matter, the latter plan appeals to us as being for the best interest, not only of the employer, but of the employee as well.

The hope of extra compensation in the form of commission on increased sales it seems to us will surely be a spur to the interest of almost any salesman—indeed that is true of those of us who happen to be at the head of or in executive positions in the various concerns we represent.

In considering the matter it seems to us that some fixed salary should be paid, either weekly or monthly, as seems best, to meet his most pressing necessities. This salary is necessary so that salesmen will have something definite to count on and should be materially smaller than would be paid to the employee if he were on a straight salary basis.

In addition to this a small percentage should be paid to the salesman on all sales made by him, and it seems that this percentage should be fixed so that if the salesman sells an average amount, his commission plus his fixed salary would produce an average income, as compared with other men in the same line of business, or with them of similar capacity in other retail lines. When he has reached this point, however, he still has the opportunity of increasing his income by increasing his efforts and selling a larger amount of goods.

Somewhat the same end might be reached, of course, by fixing a larger salary in the first place, and then only paying commissions on the amount over and above a certain fixed minimum. We believe, however, that the plan outlined above will produce more satisfactory results.

To illustrate. A man might be paid $65.00 per month (which equals $15.00 per week) for which amount he would be required to perform the regular duties around the store, keeping stock, etc., even to handling an absent salesman's customers, when he knew that the other salesman was entitled to commission on the sale (should the plan of assigning definite customers to certain salesmen be adopted) and in addition to this a commission of 2 per cent. might be paid on all sales up to $1,000.00, and 2½ per cent. where the total runs between $1,000.00 and $2,000.00 per month; and 3 per cent. on all sales, where the total runs over $2,000.00 per month; with perhaps an extra percentage on hand stock items, or items that you particularly desire to have pushed—this additional compensation above, but to be paid in cash, immediately after the sale is made and approved.

In this way an incentive is held out, not only for the usual commissions on increased sales, but for the reaching of a definite goal of—say $2,000 per month, which when reached, immediately insures a larger percentage on all sales previously made under that amount, as well as those over that amount.

The figures immediately following, show various amounts of sales with the total income produced on those amounts under this plan will insure the salesman a fair average compensation when he gets up to $1,500 or $1,600 per month —a better average when he gets to $2,000, and, of course, when he gets to $2,000 and upward, it insures him an income materially better than the average of other men in his line.

Amount Sales	Salary	Commission Rate	Commission Amount	Total Compensation	Direct Sales Cost
$ 500	$65.00	2c	$ 10.00	$ 75.00	15%
750	65.00	2c	15.00	80.00	10.7%
1,000	65.00	2c	20.00	85.00	8.5%
1,000	65.00	2c	33.00	98.00	8.9%
1,500	65.00	3c	45.00	110.00	7.3%
2,000	65.00	3c	60.00	125.00	6.7%
2,100	65.00	4c	84.00	149.00	7%
2,500	65.00	4c	100.00	165.00	6.6%
3,000	65.00	4c	120.00	185.00	6.2%

On the other hand, it will be noted that the direct sales cost to the house, shows rather a decrease in percentage, even though the percentage paid to the salesmen is higher, for the simple reason that under this plan it will cost the house no more in straight salary to sell $2,000 or $3,000 than it does to sell $1,000 per month.

Where such a plan as this is adopted, it will probably be well to make the basis for department managers something like a monthly salary of say $100.00 or $150.00, which would be supposed to cover the executive and buying work required, with a commission say of 2 per cent. on his personal sales, and of 1 per cent. or even 1 per cent. over-riding commission on the sales made by the salesman who are working directly under him. The idea of this being to make the salesmen perfectly willing to come to the department manager at any time for assistance in closing up a difficult prospect, and causing the department manager possibly to watch the work of his salesmen more carefully and to be ready and willing to jump in and help them where it appears to be necessary, even though the salesman do not ask for it. Still the commission would not be high enough for him to want to take the sale away from the salesman and handle it alone.

This plan is submitted, not with the idea of its being adopted in its entirety, but rather with the idea that it might possibly be subject to change to fit conditions in various sections of the country, but it does seem to us that such a plan might be adopted as a standard in the country as a whole, or in various sections, with great advantage to the stationery trade, or certainly, where there are several good stationers in a city, it might be adopted as a standard in that particular city.

The advantages of a uniform system of compensation all over the country are so obvious that they will readily occur to each of you. It would probably make for permanency in our sales forces, and it would be of direct benefit to the employees, in that it would give them the incentive for thought and study of the line so as to increase their selling ability, when they can see the direct reward in the shape of dollars and cents within a month, and not put off in the shape of a possible raise in salary at the end of the year.

Certainly it seems that it would have a tendency to prevent the thing that happens every now and then—some unscrupulous competitor, or some stationer from a distance coming in and employing one of our men, with glittering promises of what he can do in some far distant field at a very much higher salary and commission than we can afford to pay him, because it can then be stated to the salesman as a rule that the high class houses have pretty much the same plan of compensation all over the country and if they are not going with a genuinely high class concern, it would be better not to make a change at all, because he can probably do better right where he is, and while this, of course, would be of benefit to employers in stabilizing sales forces, it would be equally of benefit to the salesman himself in making him more of a permanent citizen in the community where he happens to be located.

We might add that in our opinion this plan should be so arranged as to keep the direct sales cost to an outside limit of 8 per cent., and can probably be handled so as to make this not more than 6 per cent.

Your committee hopes that the suggestion presented will at least be the beginning of an improvement in the handling of this matter of compensation, which at times is certainly a very difficult one.



Office Equipment and Business Systems

Dealer's Place in Loose Leaf Industry

Some Pointers for Canadian Stationers Looking Toward Further Development of This Growing Branch of Stationery Business

MANY Canadian stationers are advancing with the times as regards appreciation of the increasing importance of loose leaf in the stationery business, which, although still in its infancy, has assumed enormous proportions in the commercial world.

The fact that all lines of business and all classes of people are finding loose leaf devices necessary for daily use indicates the universal importance of this branch of the stationery trade.

In order to adequately meet the demand already existing and to stimulate further development the stationer must not only carry a good representative stock, but he and his assistants must have a good working knowledge of the potentialities of loose leaf systems in actual use.

Every store in cities and larger towns should have at least one man specializing in this line who should study local needs, conditions and possibilities. He should familiarize himself with general stock lines and special items so that his advice in these matters may be valued by customers as they would the advice of an expert chartered accountant. Then, with the usual advertising efforts, window displays, newspaper copy, circulars, etc., there is no limit to the business that can be secured.

J. M. Towne, president of the Connecticut Valley Stationers' Association, in a recent address before that body on "The Dealer's Place in the Loose Leaf Industry," had the following to say relative to the question of taking and placing orders for loose leaf goods:

"Much unnecessary expense, delay and trouble can be avoided if the dealer will exercise care at this point. Customers frequently appear to require special constructions. A clerk, however, who has his loose leaf information at his finger tips can often show the client where he can save time and trouble by adapting a stock size or ruling to his needs. And, even when special goods are really necessary, an expert clerk can often avoid the nerve-wracking pit-falls of insufficient information, misunderstandings, etc.

"The special-goods matter is a serious one for consumers, dealers and manufacturers. Present day high costs make standardization of production imperative. To keep prices as reasonable as possible manufacturers should confine most of their efforts to standard sizes and designs and they have been trying to do this by making their stock lines just as complete as possible. It is obvious therefore that orders for special constructions bear much the same relation to most manufacturing efforts that the well-known monkey-wrench bears to a smooth-running machine. Someone must pay for the disproportionate costs resulting from such special work. I do not mean to say that specials can not and will not be made. But I wish to urge the importance of minimizing that part of the business as much as possible for the good of all concerned.

"Thirdly and lastly, let me preach the gospel of care and common sense in ordering. Too many times dealers seem to think that manufacturers combine the qualities of seers, clairvoyants and second-sighters. Incomplete information is given; rules for clear ordering are ignored; sizes, rulings, bindings, numbers are forgotten. The result is delay, confusion, often actual financial loss. An order carefully made out is half delivered."

MUST STUDY SALES

From the report by a commercial expert, dealing in particular with the 1920 outlook, the following reference to the significance of loose-leaf in commerce is valuable, as an incentive to stationers for increasing their efforts in bringing influence to bear upon their customers so as to widen the use of loose-leaf systems, thus creating business that will be especially profitable in the multiplied repeat orders that this will ensure: "In the Dark Ages of business, the vital facts were buried in the ledgers. Books of Account were treasured as archives rather than used as mines of priceless information. Then competition forced most concerns to dig out these vital facts. The management has now convenient card or loose-leaf records. These show the monthly sales for each city, state or other territorial unit. We have seen some concerns start a program of sales promotion without knowing anything about their sales. This is putting the cart before the horse. By all means, get your sales records in first-class shape as a foundation for any work of sales promotion. This is absolutely essential."

PRICE TICKETS

The advisability of the use of price tickets is a matter in which dealers in every line are greatly divided in their opinion. The writer, for years in the retail stationery business, did not favor their use.

A great many firms feel they have the effect of cheapening their establishment, while for others the use of price tickets has been a great force in building their business. We know of one of Chicago's leading stationers who has five stores to-day and who is decidedly one of the most progressive men in the trade, who prices every article in his window.

A New York stationer, who claims the busiest retail store in the city, also uses price tickets promiscuously.

While many others enjoying splendid business and growing every year believe in attracting the customer through merchandise and not by prices.—Geyer's.

Buying in Home Town is Economy

By E. M. TROWERN, Secretary, Dominion Executive Council, the Retail Merchants' Association of Canada, Ottawa

IF a city or town is good enough to live in, and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries, the most direct route to bring about that desired end is to keep the money circulating in the home town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulated so that everyone will, through his or her industry, get some of it.

The first expectation of a producer is to be able to sell his crop after it has been grown. To sell it he must have customers, with money, who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Co-operation Counts

Prosperous cities and towns are built up through proper co-operation between retail merchants and their customers. They must work together. The customer requires the retail merchant, and the retail merchant requires the customer. If customers send all their money away to mail order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil they will awaken some day to find the little store closed. Goods when you want them and where you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner drug store in the home town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong Kong, China.

A Double Mission

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customers the better business he should receive in return. The service should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

The statement that by buying through mail order houses you are saving the middleman's profit on all you buy is only a glaring deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required. A person living in a town, and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:—

1. The catalogue is designed.
2. Printed.
3. Cuts made.
4. Delivered to the mail order house office.
5. Addresses secured.
6. Catalogue wrapped up and addressed.
7. Stamped.
8. Placed in the mail bag.
9. Mail bag taken to the station.
10. Carried on the train.
11. Taken off the train.
12. Taken to the Post Office.
13. Delivered to the customer in the town.
14. The customer spends time reading it over and selects an article.
15. Writes a letter.
16. Secures Post Office Order, or encloses the cash and takes the risk.
17. The postmaster enters it up and puts it in the mail bag.
18. The mail driver takes it to the station.
19. Mail clerk in charge of the train delivers it at the other end.
20. Post Office delivery wagon clerk delivers it to the Post Office.
21. Postal clerk checks it and sorts it ready for the postman.
22. Postman delivers it to the mail order house.
23. Mail order house clerk opens the letter.
24. The bookkeeper credits the cash.
25. The order clerk selects the order.
26. Stenographer acknowledges the receipt.
27. The shipping clerk mails away the order.
28. The postal clerk sorts it out for the mail delivery.
29. Places it on the train.
30. Mail clerk takes it off the train.
31. Delivers it to the local Post Office.
32. The underpaid postmaster delivers it either direct to the customer or gives it to the rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail order houses.
33. The customer receives the article, and after a careful examination, finds that he or she could have bought a better article in the home town and have had the good will of the retail merchant, and helped to build up the home town by keeping the cash in local circulation.

No Economy

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail order service at less than cost price, thus benefiting the mail order house proprietors at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his home town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefited.

A Vital Book Trade Question

The Editor of "Bookseller and Stationer," Toronto, Ont.

Dear Sir:

I enclose you herewith a copy of a letter which I have written to a Toronto publishing house. I have purposely eliminated such portions as would give any inkling as to the exact house in question, but the matter dealt with is fairly applicable to all Canadian publishing houses. A recent writer in the Atlantic Monthly proved the decline of the bookstore on this continent, and in looking for a reason, gave it as his opinion that the monetary incentive was simply lacking. I think you will admit that we are driving the same way in Canada, if indeed we have not entirely kept apace with our friends across the line. This is not a healthy state of affairs for either the bookseller or the publisher, and it is on this basis that I ask your co-operation, for only as the publishers make the business worth while from a financial standpoint, can they get the output for their goods, and everyone knows that a 25 per cent. increase in volume may very well double up on the net profits at the end of the year.

Within the last five years the writer has seen many of the big publishing houses in the States enter into exclusive agencies with Canadian publishing houses, evidently without any question as to the protection to be granted the retailer in the way of discounts, and I regret to say that the Canadian publisher has very soldom thought of the retailer.

Other injustices have arisen through the Canadian publisher himself, such as stamping of the price on the book, and the allowing of a discount below the actual cost of doing business, when as a matter of fact the discount should be such as to cover the cost of doing business, carriage to the customer, and at least 10 per cent. for the owner of the bookstore. Another particularly flagrant example of want of consideration on the part of the publisher, is the price fixed on church hymn books. We have had three new editions brought out within the last three years by the three leading denominations in Canada, and everyone of them start their discounts at 20 per cent., while the actual cost of doing a book business is from 30 to 35 per cent. In addition to this the publishers themselves advertise a 10 per cent. discount on certain numbers, leaving a paltry 10 per cent. less carriage charges, and in the case of the West, this practically eats up this 10 per cent. profit to the bookseller.

No man can continue to do business on this basis, and the church should be the last institution that would ask a man to do business on principles, which if continued, would lead to his financial ruin and possibly criminal actions to escape such ruin. The school book question is in very much the same class, and the Government should be as jealous of proper busines methods as should the church.

I feel that many of the above abuses are continued because no person, or association, has arisen to force home the injustice of the state of affairs on the proper parties, and I believe that the time is opportune for the forming of a booksellers' association in Canada. I believe this would be in the interest of both publisher and retailer, and I am going to ask you to call together some six or seven of the leading booksellers of Toronto to form themselves into a "protem" committee to get the machinery in motion looking toward the calling of a Dominion-wide convention, possibly between the middle of January and the middle of February, to take up the matter of a Dominion association. I would suggest that the said committee obtain subscriptions from say fifty bookseller of $10 each, which sum would be applied on their first year's membership in the Association formed, and with the $500 thus obtained, to employ a capable secretary who would start immediately to gather data as to the modus operandi of the similar associations in the United States, outline for a possible constitution and subjects for discusssion at the convention, and get in touch with all booksellers in the Dominion, putting before them the aims and objects of the proposed association, and from them receive suggestions as to the possible scope of the association. This might include the opinion of the trade generally as to whether the proposed association should be purely a booksellers' association, or booksellers' and staticners' association.

As a starting point for the obligations which this would entail, I have pleasure in enclosing you herewith, my check for $10, and I am satisfied that the committee would have no difficulty in getting the balance required for initial work.

I would be glad if you would give this letter the publicity such as it can only receive through the medium of your valued paper, and I am sure that the booksellers in Canada would appreciate your service as they do appreciate your paper from month to month.

Yours truly,

F. E. OSBORNE.

Messrs. .....

.....

Gentlemen:

I would be glad if you would go into detail in your invoices No. ....., ... I have checked these invoices personally, and am astonished at the basis upon which you consider a retail bookseller can do business. I think you must be aware that the cost of conducting a book and stationery business in Western Canada, and possibly in Eastern Canada is approximately 25 per cent. of the gross receipts. To a person conducting a bookstore exclusively, this cost must be considerably higher, since it is a well-known fact that the stationery end of the store is much the more profitable. In other words, if one had their business properly departmentalized, it would probably be found that the book department overhead ran from 30 per cent. to 35 per cent., while the stationery overhead was likely nearer 20 per cent.

With this in mind, I would like to draw your attention to the price you have charged for most of the books on the above invoices. In some cases your answer will be that you are not accountable for the retail prices which publishers in the States place upon their books, and which unlike almost any other article of merchandise, they insist upon printing on the article. Even in this case, your influence as a go-between, between the publishers in the States and your customer, should be toward the eliminating of printed prices which cannot be maintained, and further, the granting of sufficient discount that will make it unnecessary to unduly raise the price in question.

The other side of this same question is that a great many of the books appear with your own imprint, and I find even under this heading, very little consideration of the bookseller's interests.

Either the bookseller must sell at less than the cost of doing business, in which case of course he sells at an absolute loss on every sale made, or he must advance the marked price on the book, in which case he stamps himself as a profiteer in the eyes of the buying public. The wholesaler and publisher should be the first to see that their customers are not put in either of the above undesirable positions.

Some of the most flagrant examples on the invoices in question are as follows:

	Printed Price	Cost to me
.....	$3.25	$3.15
.....	3.00	2.75
.....	3.75	3.25
.....	.50	.42
.....	2.25	1.65
.....	.25	.18

These are some of the most notable examples only. There are others just as bad and dozens nearly as bad on the one invoice in question. Under the item "Cost to me," I have given you the invoice cost. If you add 10 per cent. for laying down in Calgary, you will find that in some of the above cases the books are actually costing me as a retailer, more than the printed price. This is not a healthy state of affairs either for the wholesaler or the retailer.

I do not believe that wholesalers or publishers as a rule desire that retailers should "work for nothing and pay their own board," even though such a continued state of affairs were possible, but I will say that publishers have been very lax in appreciating the situation, and in your own case with your printed price and inadequate discounts from the same, you have been a party to aggravate the offence.

I feel that very many items on the invoices in question should carry lower prices for which reason I am asking you to go personally into every item and see what can be done. As to the general aspect of the case, I am going to take this up with retailers generally through the medium of BOOKSELLER AND STATIONER, and with the co-operation of other retailers and due appreciation of the situation from the wholesalers and publishers, I hope a more healthy state of affairs in the book business may be arrived at.

Certain it is that the sparsity of real book stores in Canada need not be wondered at in view of the short-sighted policy adopted by publishers in providing for grossly inadequate returns for retailers.

In my opinion the book trade has sponged on the stationery trade long enough. It is now time that the book trade stands on its own feet, pays its own overhead and produces beyond that, a sufficient return on capital and time to bring about this happy condition.

Yours truly,
F. E. OSBORNE.

Other booksellers have raised protests about the short discounts on books and publishers have pointed out to BOOKSELLER AND STATIONER the advisability of effecting a reform in the matter of published prices so as to provide for the allowance of an adequate margin of profit for both wholesaler and retailer.

There are certain books which are published by the authors themselves, and they dictate the retail price, but they set the price to the jobber so high that when overhead charges are added the wholesalers really lose money at the price at which they supply the books to retailers. The same is of course true in turn in the case of the retailers.

There is a growing feeling in the trade that the prices of books should be left off the books themselves so that each retailer may base his price for each book in relation to its actual cost to him. Then publishers and wholesalers would invoice books at wholesale prices and this long-standing trouble about discounts would disappear.

This is a question which the retailers might well grapple with as an early action after they have organized themselves as a trade association.

Another difficulty which confronts publishers is the question of authors' royalties. There is no fixed amount per volume. Instead of that it varies according to the price at which a book is sold. This is a circumstance that safeguards the author with a vengeance. Its effect on publishers and booksellers, however, is to aggravate still further this whole grievance in the matter of discounts and possible profits.

BOOKSELLER AND STATIONER invites members of the trade to send in expressions of opinion for publication in the next issue, with special reference as to the proposal to discontinue the practice of printing the prices on books or jackets.

Vankleek Hill, Ont., Nov. 18, 1919.
Editor BOOKSELLER & STATIONER:

Knowing that you are interested in the book business and school supplies, etc., and also cost of transportation and profits made by the retailer in such goods, I beg leave to submit for your perusal the following example:

Received from*	
case of blank books billed by the G. T. Ry. as 350 lbs., rate 57½c	$2.02
Adv. cartage	40
Cartage here	20
Case	80
Total expense	$ 3.42
Number of blank books	$ 8.64
Other books	12
Total No.	$ 8.76
Invoice price	$39.30
Retail price	48.12
Profit	8.82
Less expense	3.42
Net profit	$ 5.40

In other words, the railway company's profit, etc., is almost 40 per cent. of my total profit. Just think of handling 864 books for the immense profit of $5.40.

Don't you think there is something radically wrong with the Railway Classification? And also don't you think the wholesalers have the big end of the stick?

The retailer stands for every imposition and are helpless.

Why in their own interests don't the wholesalers kick in regard to the express and freight rates.

Yours truly,
J. L. BROWNE.
Stationery and School Supplies.

*EDITOR'S NOTE.—The name of the wholesale house is omitted because these circumstances are not restricted to any one wholesale house.

How to Sell Carbons and Ribbons

Good Advice to Retailers by Special Committee of National Association of Stationers of United States

THERE is some good, sound advice contained in the report of the committee on typewriter ribbons and carbon papers presented at the annual convention of the National Association of Stationers. This report was in part as follows:

"It is the opinion of your committee, based on information gathered from leading manufacturers, that many stationers have failed to appreciate the profits which a well-conducted ribbon and carbon paper department would add to their business. As most of you know, there is a good margin of profit on these lines.

"We venture to offer a few suggestions which may prove helpful to the ribbon and carbon paper department.

"A.—Select some one of the leading brands of typewriter ribbons and carbon papers, and specialize on this particular brand. By so doing you can secure the heartiest co-operation of the manufacturer in your advertising and sales promotion.

"B.—Have one person in the department thoroughly post himself in all the details of the business, the uses of the various grades, etc. If possible, have him visit the factory so that he can see how the goods are manufactured. This person should also familiarize himself, to a certain extent, with other makes and grades of carbon paper and ribbons.

"C.—Assign a certain section in the store (we would suggest near the typewriter papers) for this department and equip it with cabinets and boxes so that the goods can be conveniently shown and the stock easily taken care of. It pays to make sure that each customer receives the quality, weight, and kind of carbon paper best suited to the uses to which it is to be put, and in case of typewriter ribbons, the clerk should ascertain the style of the machine, the type used on same, also whether or not the stenographer, who is to use it, has a light or heavy touch. There is quite a difference in stenographers in this particular. In other words, your clerk should be able to give expert advice in these matters. Most complaints are caused by trying to use a ribbon or carbon paper not intended for the use to which it is being put. You can get many helpful suggestions along this line from the manufacturers and trade papers.

"D.—Finally, see that the standard prices on the goods are maintained. Build up your business on quality and service.

"We feel confident that there is a good, profitable field for typewriter ribbons and carbon papers in most of the commercial stationery stores."

A doll invented by a Brooklyn woman is formed of a single narrow strip of fabric so wound and sewed upon itself as to form the body, arms, legs and dress of the figure.



Books

NEW AND FORTHCOMING

The spirit of adventure is the note of to-day and the essence of true romance. Miss G. E. Mitton's novels make a very special appeal to the public, because they carry the reader easily to romantic conditions overseas and entertain. A new novel from this gifted author's pen, "The Two Stringed Fiddle," is announced.

There will shortly be published a new novel by Matilde Serao, entitled "Souls Divided." This romance, by Italy's most famous woman novelist, is described as an impassioned love story of an unusual kind.

"With Other Eyes" is the title of Miss Norma Lorimer's new full-length novel, which will be published shortly. Miss Lorimer has taken the far-famed country of Arthurian legends as a background for her story of human passion, jealousy and renunciation.

Ian Hay Beith arrived in New York last month to attend the rehearsals of his play, "Tilly," taken from "Happy-Go-Lucky," which has run so successfully on the London stage. The spontaneous humor and lightness of touch of this versatile writer are probably the cause of his success, for the public is parched for light-hearted amusement, after four years of war literature.

Much interest attaches to the appearance of Hugh Walpole's latest novel, "Jeremy."

"Mrs. Martin" is the title of a new novel by Robert Hichens.

"Sheepskins and Grey Russet" is a new book by E. Temple Thurston, among the September issues.

"The Tidal Wave" is a new book by Ethel M. Dell.

"The Grey Nuns in the Far North," by Rev. P. Duchaussois, O.M.I., is a history of the work of the Order of the Grey Nuns in the North-west.

"Sister Anne! Sister Anne!!" is the title of a book by Gertrude Arnold, of Westmount, Que., presenting the humorous side of hospital experiences overseas.

"Optimism, and Other Sermons," is the title of a new book by the late Professor Law, who was considered Canada's greatest preacher.

B. M. Bower's new Western novel, "Rim o' the World," has just appeared.

WARM PRAISE FOR BAXTER

Arthur Beverley Baxter is a Toronto author who has made good on the strength of his book, "A Blower of Bubbles." William Heinemann, the noted London publisher, classes him among the five outstanding creative authors who have appeared on the field of British authors during the war period, and predicts a great future for him.

THE SPIDER'S WEB

"The Spider's Web" is a most interesting new book by "Pix," the nom-de-plume assumed by a Toronto member of the Royal Air Force in the war, Major Douglas Hallam. The book deals with the romance of the flying boats based on Felixstowe, forming "The Spider's Web" that accounted for many a German submarine.

The spider's web extended over 4,000 square miles of sea, half-way between Harwich and the Hook of Holland.

The book shows that the machine guns accounted for Zepps a-plenty, as well as the many subs that were sunk.

A BOOK:

"A book's a magic sort of thing
That makes you sailor, chief, or king;
When I am old, and own a shelf,
I think I'll have a book myself."

—From "A Little Freckled Person."

Six Best Sellers

FICTION

1—Re-Creation of Brian Kent, Wright	116
2 Box With the Broken Seals, Oppenheim	74
3—Young "Visiters," Ashford	72
4—Lamp in the Desert, Dell	62
5—River's End, Curwood	54
6—Branding Iron, Burt	54

NON-FICTION

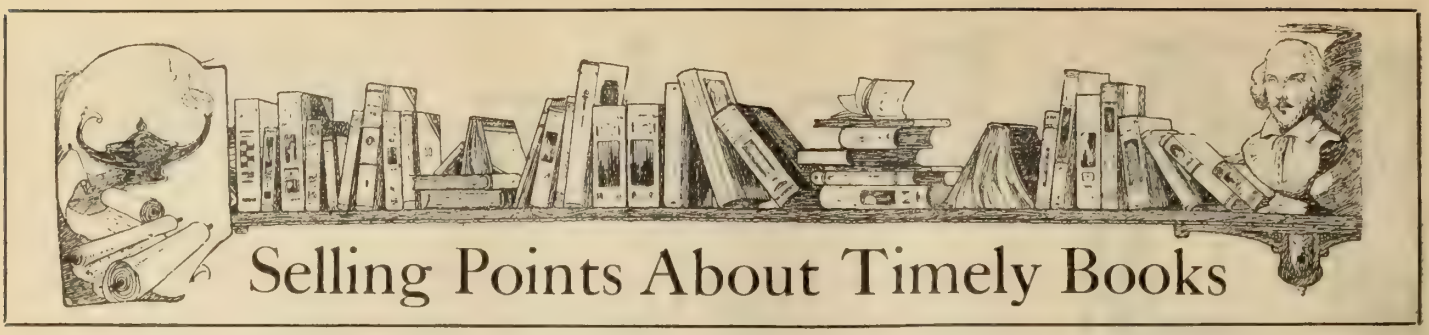
1—In Flanders' Fields. McCrae	64
2—Rhymes of a Red Cross Man, Service	50
3—Same Old Bill, Streeter	38
4—Politics and the C.A.M.C., Bruce	32
5—The Clash, Moore	20
6—Fragments From France, Bairnsfather	20

IN THE FRONT ROW

Arthur Stanwood Pier, whose new boys' book, "The Hilltop Troop," has just been published, has a vantage point from which to study boy character and boy taste in reading. As one of the editors of "The Youth's Companion," he is in a position to understand their likes and dislikes, and to give them what they like.



Bookstore window display in co-operation with screen versions of the same story at the "movies." This half-tone is presented through the courtesy of Grossett & Dunlap.



Selling Points About Timely Books

LABOR'S OBJECTIVE

"Now that the conflict of nations is ended, let us hope for ever," says the author, in a prefatory note, "another conflict, the abiding and paramount issue between Labor and Capital, takes the centre of the stage. What is that issue? Whither is it driving us? What way of deliverance is possible from the grievous disturbances and monstrous evils which it reveals? These questions I have sought to discuss and, if possible, to answer in this little book." As lecturer in sociology and keen student of Labor problems, Professor MacIver is exceptionally well qualified to speak on the present industrial situation, and his book, therefore, stands out as a piece of sane comment and constructive suggestion, valuable and stimulating alike to laborer and employer.

EDGAR GUEST

In his latest volume of verse, "The Path to Home," Edgar A. Guest has returned to the vein that made "A Heap O' Livin'," so great a success. There is the same jolly, kind spirit in the verse—the same happy, human ring to the lines—the same tender sentiment and genial philosophy. The simple, homely joys of everyday life are mirrored forth in its smiling pages. It is the human note in Mr. Guest's verse which endears it to readers everywhere.

PAID OUT

J. Percival Bessell has written an interesting tale in "Paid Out," a detective story with a psychological interest and pull that is irresistible. A guilty conscience; remorse for the betrayal of a friendship; existence under the shadow of a crime; constant and unceasing dodging of a nemesis; the black dread of never-ending apprehension; all are depicted here with a strength of power which holds the reader. It is published by the Macaulay Co.

L. M. Montgomery pays a fine tribute to another Canadian woman novelist. She says:

"I've just finished "Joan at Halfway," and am delighted with it. I haven't read a book for years which gave me so much pleasure. It ought to have a big success. I'm going to write Mrs. Rogers and tell her so."

STORM IN A TEA CUP

From Macmillan's comes Eden Phillpott's new novel, "A Storm in a Teacup." As in his more recent novels, the story is told against a background of modern industry. This time it is the art of paper making which furnishes the setting and from which Mr. Phillpotts draws no end of romance.

THE LITTLE CHAP

Robert Gordon Anderson, author of "Not Taps But Reveille," has written for this season "A Little Chap," a short story which has been brought out in book form. It is a beautiful little etching of simple homes, gentle souls and the patter of little feet so essential to true happiness. A novelty is that the text is only on one side of each page.

CONNIE MORGAN AGAIN

James B. Hendryx has chosen the northern Minnesota woods as the scene of his latest book, which is "Connie Morgan in the Lumber Camps." Connie solves a mystery that robbed him and his partner of thousands of dollars' worth of logs. He is the same straightforward lad "who finds out what has to be done, and does it the best he knows how."

Mr. Hendryx has lived much in the lumber woods and has written an excellent, exciting story of adventure.

JOHN DENE, OF TORONTO

John Dene, of Toronto, is a new book by Herbert Jenkins, author of "Bindle." It is a comedy and has already sold to the extent of approaching 40,000 copies in England. It is a comedy of Whitehall.

In "Waifs and Strays," by O. Henry, appear a dozen short stories, never published before in a popular edition. The book also contains critical and biographical material by Stephen Leacock, William Lyon Phelps, Arthur Page, Vachel Lindsay, Christopher Morley, and others, together with O. Henry's last story, "The Snow-Man." Foreseeing that he would not be able to complete it, O. Henry told the story to Harris Merton Lyons, and it is he who finishes it as it is found in this book.

MOTHER GOOSE

The Boyd Smith "Mother Goose," published this season by Putnam's, is a most attractive book. Boyd Smith is a clever artist, and has ably translated to his pictures the spirit of the rhymes. On the majority of the 220 pages of the book appear black-and-white sketches, besides which, there are a number of beautiful full-page illustrations in color.

RAMSEY MILHOLLAND

From Gundy's comes Booth Tarkington's latest novel, "Ramsey Milholland," which is another story of the eternal boy—this time grown up and man enough to face the Big Reality.

It is a story of a girl, too. They grow up together—opposite. The girl talks. She has a passionate soul and a tongue to give it utterance—and the boy has his boy's reserve. Always, as if Fate were indulging in a malicious jest, the boy, now in college, is sent to debate against the girl—and is promptly annihilated. It is one of his bitterest tragedies.

The days come for long walks together. The girl talks him into silence. But it is a silence that has its meaning—the strange, irrefutable last word that always decides.

And when the Big Reality comes the silence becomes clear. And in the revelation the girl finds herself growing equally fit for it. The boy has become a man and the girl a woman. It is a novel as typical of American life as "The Magnificent Ambersons"—and as much an expression of youth as "Penrod" or "Seventeen."

SAX ROHMER

"The Quest of the Sacred Slipper," by Sax Rohmer, just put out by Gundy's, is the tale of Hassan of Aleppo, keeper of the relics of the Prophet Mohammed, as keen as a ferret and as relentless as a sword. He voyages to England in quest of the lost slipper of the prophet, now occupying a window in the London Museum.

With him are the Hashishin, dwarf, turned by a drug into giants of strength and agility, mysterious, ghastly figures who might well be the incarnations of Hassan's evil designs.

Against him is Earl Dexter, known as the cleverest crook in America. He has decided that the theft of the sacred slipper is to be his own job.

Against both is Scotland Yard, vigilant, pervasive, armed with a weapon that is as long as England.

Roy Norton's novel, "Drowned Gold," just published, is much befriended by W. J. Locke. "In his previous novels I met the qualities that made so much for admiration—his vivid narrative, his tender and true humanity. In this new novel, Drowned Gold, are all the old qualities that make for delight," writes Mr. Locke.

Books About War and Reconstruction

Call is Heavy for Books Dealing With the War and Problems Arising From the Great Conflict

A MERRY FIGHT DEVELOPS

General Maurice is now in the big dispute arising out of Lord French's charges against Gen. Sir Horace Smith-Dorrien in his book, "1914," and Hon. John Fortescue, whose reputation of reflections cast upon Smith-Dorrien, in the first volume of the Official War History, has been deprived of his appointment as writer of this official history.

Lord French made the gravest aspersion on the military capacity and conduct of Gen. Sir Horace Smith-Dorrien over the battle of Le Cateau, charging him with useless sacrifice of lives and endangering the whole plan of the British retreat.

Incidentally, French gives figures of the losses, which are grossly exaggerated, according to Fortescue and Gen. Maurice, who was through the fight and who asserts that Smith-Dorrien was entirely right in standing at Le Cateau and, that, far from endangering the British retreat, his stand made it possible, when French's tactics would have resulted in perhaps decisive disaster.

A Canadian Press cable despatch on Nov. 9, stated that the refusal to allow Smith-Dorrien to defend himself and the punishment inflicted on Fortescue was regarded as an evil example of politics in the War Office, where Field Marshal Sir Henry Wilson, the Chief of Staff, is now the dominating personality.

MYSTERIES OF THE WAR

The Page Company of Boston give us a most interesting volume in "Celebrated Spies and Famous Mysteries in the Great War," by George Barton. It is a handsomely made book with many illustrations, the frontispiece being a picture of Lord Kitchener. The volume comprises a series of pen pictures relating to some of the most dramatic figures of the war. It provides a most thrilling reading, and although the events dealt with are more or less familiar to the world, much data has been collected so presented as to provide information which will clear up many things for which people scanned the newspapers in vain for additional light.

ANOTHER ROOSEVELT

Theodore Roosevelt, not "Teddy," but his son, also a Colonel, wrote "Average Americans," which the Putnam's have just issued. "My father and mother believed in robust righteousness," says the present Colonel, and the meaning and need of it was inbred in all the family. The part played by the elder Colonel Roosevelt in awakening the U.S. to the need of preparedness and the reactions of the war upon him, as expressed in letters to his sons, is developed.

Colonel Roosevelt paints a vivid picture, and not a pleasant one, of the needless cost to America of unpreparedness and incompetency—a cost chiefly paid by the men who fought in France.

GUN FODDER

Major A. Hamilton Gibbs, younger brother of Philip Gibbs, is the author of a book entitled "Gun Fodder." Philip Gibbs in a preface says that his younger brother has voiced, not simply the viewpoint of one officer who for four years endured the hideous boredom and terrible realism of the firing line, but the conviction of the majority of all the allied youth. That this conviction is a bitter one goes without saying, and Philip Gibbs sees in it the beginning of higher citizenship, the germ of ideals which should go far to solve the reconstruction problems of mankind which, if drafted by this generation, can only be realized by the next.

A WAR JUVENILE

"Stirring Deeds in the Great War: Our Boys' History of British Heroism," by Chas. E. Pearce, is history of the war, told in stories, of the dauntlesss courage of our army, navy and air force, from August, 1914, to the armistice in November, 1918. The creations of the wildest fiction are tame in comparison with the notable incidents of British heroism so vividly recorded by Mr. Pearce. The book is illustrated with a three-colored frontispiece and 16 full-page illustrations by well-known artists.

MUST WATCH GERMANY

Sir John Willison, a former editor of the Toronto "Globe," met the "Globe's" editorial criticism of the Canadian Reconstruction Association, on the score of their being professional alarmists in crying out against the danger of playing into the hands of German manufacturers by sending a long and thoughtful letter to the "Globe," from which the following is an excerpt:

"The Canadian Acting Trade Commissioner in London stating that firms engaged there in the trade of boot and shoe lasts report that Germany is ready to recommence export trade in that line, and that, aided by the present abnormal rate of exchange, lots of lasts have been offered at prices as low as, if not lower than, costs of production in the United Kingdom. We find also that the British Toy Manufacturers' Association has appealed to the Board of Trade for protection against the low rate of German exchange, which, it is claimed, offers an important encouragement to German export business. Moreover, a recent cable to New York "Tribune" reported that Germany is flooding Scandinavian countries with toys, glass, china and machine tools, selling at two-fifths of regular prices, and that long-term contracts, at the present value of the mark, are being offered. An Associated Press Despatch published in the "Globe" this morning cites an instance of German manufacturers selling in Switzerland for 102 francs iron and steel products which Swiss producers are unable to furnish for less than 255 francs."

YPRES, 1914

A new book just out from Constable's, of London, is "Ypres, 1914," being "an official account, published by order of the German General Staff." There is an introduction and notes by the Historical Section (Military Branch) Committee of Imperial Defence. This book presents German accounts supporting Lord French's statement to the effect that on Oct. 31 and Nov. 1, 1914, no more than a thin and straggling line of tired-out British soldiers stood between the Empire and its practical ruin as a first-class power.

WAR'S STRATEGY

William L. McPherson, author of "A Short History of the Great War," has a new book out this season entitled: "The Strategy of the Great War," published by Putnam's. It is a critical study of Allied and German military policy and of the curious evolution of strategy and tactics caused by the naval conditions disclosed in modern warefare. The author's theories are first elaborated and then illustrated by a review of its principal campaigns and battles.

Mr. McPherson is one of the editorial writers of "The New York Tribune" and its military critic. His daily "Military Comment" in the last year of the war attracted wide attention because of its penetration and clearness and the accuracy of its forecasts.

OUR WONDERFUL LANGUAGE!

"Tophole, Bud, I've got a cushy funkhole," is now perfectly proper English as based in Cassell's new English dictionary, the Canadian edition of which is just ready. Many new words have evolved from the war. For instance, the following are some examples:

Cushy, meaning a soft job; conchy, meaning a conscientious objector; bud, meaning a close friend or companion; eyewash, meaning humbug; fed-up, meaning to have a sufficiency; funkhole, meaning Government job; hotstuff, meaning an unscrupulous or formidable person; cutnoice, meaning to fall flat; movies, meaning moving pictures; the push, meaning outkicked; strafe, meaning vent of hatred; tophole, meaning feeling fine; umpteen, meaning an unknown number; the wind up, meaning to show fear; old bean, meaning the head; bus, meaning an airplane; brass hat, meaning a staff officer.

Sportsmen Books for Holiday Gifts

They Readily Solve the Problem of What to Give, When Nothing Else Seems to Fill the Bill—Give This a Trial This Year

HOW often dealers hear the remark during the holidays, "Oh, I don't know what to get him. He seems to have everything." And then there is usually a helpless glance about the store as if, perhaps, out from the stock some particularly appropriate gift will suddenly step forward and exclaim to the bewildered buyer, "Here I am. Just the thing you wish. Take me home." And many a time dealers and their salesmen have gone wearily to their homes after a day spent in attempting to suggest gifts which would be desirable. There was a shake of the head at the mention of each, "No, he has all the golf clubs he can use and would not wish anyone else to choose them for him in any event—he doesn't play tennis—he has so many guns now there is no place to keep them"—and so on, ad infinitum. It usually ends with a sale being made because the customer has become wearied and finally decides to take anything rather than worry longer.

Offers Clever Solution

What a happy solution there is to such questions and such difficulties as these. The dealer who has a book department no longer has worries of this sort. When the customer is undecided, the salesman merely turns to the book section and indicates timely, up-to-date books on subjects in which every lover of the out-of-doors will be interested. And the customer, instead of going forth dissatisfied and wearied, with a feeling that it is after all merely a makeshift present that has finally been purchased, will sally forward, confident that a gift certain to please has been chosen.

Nothing will please the sportsman—by which is meant the devotee of any or all sports—more than a well-written book, or magazine articles, devoted to his own particular hobby. It is natural that this should be true. We toss aside, with a feeling of disgust, the book treating of some subject of which we know nothing, and perhaps care less. But how eagerly we grab a book which tells of subjects dear to our own hearts. There is an immediate feeling of comradeship established between author and reader, and, incidentally, this comradeship extends itself to include the dealer or salesman who suggested the book.

The field of sporting and outing books is a wide one. Every conceivable subject which falls within the boundary of these is interestingly written of.

For instance, for the fisherman there are innumerable books on "casting," and every angler will read these from cover to cover and then turn to the front of the book to start all over again. There are books which tell of brook and stream fishing, likewise of lake and salt water angling. There are others which tell interestingly of the various methods used and how best to apply them, in fishing for the many kinds of the finny tribe. Each of them is filled to the brim with readable, interesting material.

Books for Golfer

The golfer finds countless books to draw his attention and these are increasing daily. There's the book which tells of the troubles of a beginner at the game and how to avoid them, and those which are for the man more experienced. One can find books ranging from a nominal price to those which sell for $6 to $10, and these latter are real de luxe editions which any golfer will be proud to have in his library. All such books are beautifully illustrated, and in the glow of his own fireside, surrounded by the warmth which will be upon the links in the spring and summer, the golfer may study his game, discover his faults, plan his campaign for the next season to rid himself of these and to improve his play. And of course he will delight in doing it. Just as an illustration, in one book department of this sort not long since we saw books with these titles, "Playing the Game"—a remarkable book by the way, as was also "Golf Illustrated," a book whose author is James M. Barnes, the noted professional. Then there were, "Putting, and How to Perfect It"; "The Drive and Approach"; "History of the Scotch Game"; "Courtesy and Etiquette on the Golf Course," and "The Nineteenth Hole," the last being a series of golf stories which were decidedly attractive.

For the hunter and trapper there are so many books that to list them would require a huge catalogue—and just such a catalogue should be in the hands of every dealer in order that he may procure for his customers books which are not on his shelves. There are books which tell of hunting experiences, others which give the out-of-door man valued information as to how camps should be constructed, what gun to select, how to use it after having purchased it, the best places to hunt and fish, and the best time of year and day to follow these pursuits. There are books on trapshooting with a history of the noble sport and records galore told in an interesting fashion quite apart from statistical dryness. We call to mind on the shelves of the same dealer referred to above, these titles, "The Gun and How to Use It"; "Selecting Your Camp"; "Hunting Big Game in the North"; "The Huntsman and Trapper," "The Lure of Hunting," and others similar in title.

For the man interested in baseball the season of the year has come when he must content himself with reading of the game instead of sitting on the bleachers rooting for his team. Many many books relating to the history of the national game of America are published and almost without exception they are interesting. Such notables of the baseball world as Ty Cobb, Christy Mathewson, Arthur Irwin, Hugh Fullerton, Ring Lardner, H. C. Witwer, and countless others have written entertainingly of experiences or observations in all leagues from the "bush" to the majors.

The football lover will find himself well cared for in the matter of books relating to his game and will be able to thresh out many a problem of the gridiron in the seclusion of his own home, taking issue perhaps with such men as Walter Camp, "Pudge" Heffelfinger, Percy Haughton, "Doc" Williams, "Hurry Up" Yost, Alonzo Stagg and other authorities who have contributed their bit to the writing of material of this sort.

Books for Horse Lovers

The man who follows the races will find the "sport of kings" given its full measure of space on the book shelves and he may read of the history of the sport, of the days when Maud S., Nancy Hanks and John R. Gentry were breaking records, when Salvatore won the Derby, and may come on through the years to the present day. He may even find the "dope" for the next season at his finger tips.

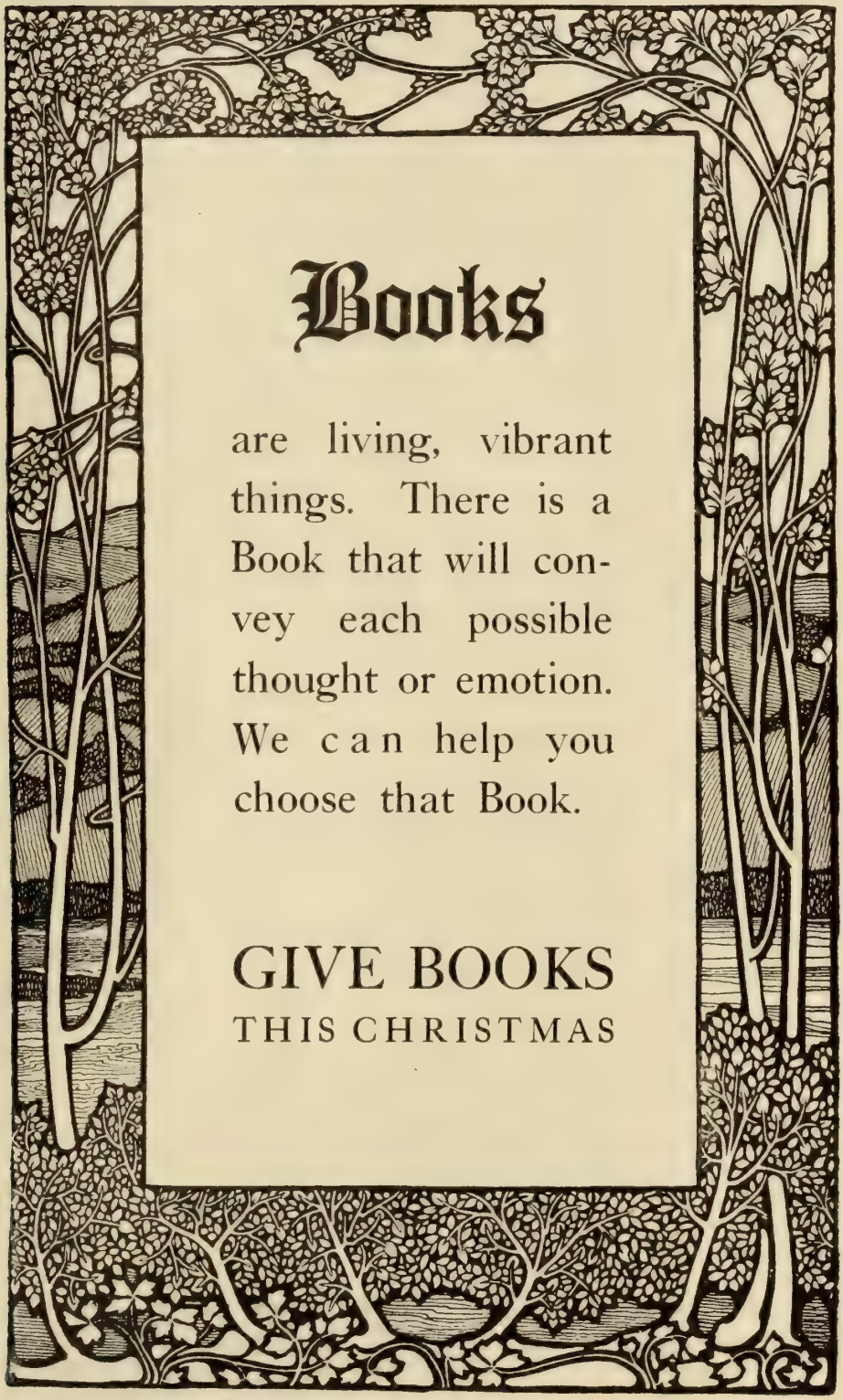
Basketball players, track followers, hockey enthusiasts, bicycle riders, all these and other athletes will find books given over entirely to their own favorite sport. And isn't it a certainty that the gift of one of these would prove a welcome one?

There is a decided fascination in reading of other men's ideas and experiences in the same branch of sports in which one himself is interested that is hard to explain and yet is always present.

There need be no hesitancy, no puzzling over what to buy the man interested in sports—and that is also true for the modern, out-of-doors woman. The problem has been neatly and deftly solved. The modern dealer will have a book department just as up-to-the-minute as the other departments of his store and his attention to this department will be rewarded with big returns from the sale of the books and an increased interest felt in his store by all who follow sports. Of all times, do not overlook this bet during the holidays.—"Sporting Goods Dealer."

RUSSIA

Russia, Her Economic Past and Future, by Dr. Joseph Goldstein, of the University of Moscow, is a most important new book that throws light on present-day conditions in that war-torn empire.



The above is a suggestion that may be incorporated with Christmas trade newspaper advertising or for window cards.

THE OTHER SIDE OF THE WALL

Henry Justin Smith has written a most interesting book in "The Other Side of the Wall," just published by Gundy.

It is the tale of a fortune and a family, the one growing and complicating prodigiously the affairs of the other; of life in five rooms or eight; in rose-lit apartments, cushioned and scented; of life with the help of sun-porches, kitchenettes and every modern convenience; of life with people on "the other side of the wall," who, though neighbors, are strangers.

It depicts an aristocracy of the "flat building world"; also a democracy—and the follies, loves, shams and ambitions of that world.

SISTERS

Kathleen Norris in her new novel, "Sisters," published by Gundy, tells a strong story of life in the California redwoods. There lived Dr. Strickland and his two daughters. Between them was the calm love of sisters and of father and child. Peter Joyce, their nearest neighbor, was to them only part of their beautiful and secure environment.

Then came Martin Lloyd, a messenger from the world outside the redwoods. And there was now the love of a woman and a man, and of a woman and the world.

The clash was inevitable. The world that invaded the redwoods gave new measures and new meanings to everything. From his place as part of the environment Peter Joyce stepped out a lover.

A story, remarkable in its handling of characters and situations, even for Kathleen Norris.

A NEW RANCH NOVEL

"Tharon of Lost Valley" is Virgie Roe's latest novel just published by the Ryerson Press.

There is a valley near the Mexican border, walled in by mountains, out of which there are but two known ways. Within the valley live the cattlemen and riders with their families; a peaceful paradise but for the clashing ambitions of men. One, Buck Courtrey, a bully and a lover of women, sets out to rule the valley. Opposed to him at the start is only Jim Last, Tharon's father, and a few loyal ranchers. Her father killed, Tharon takes up her heritage. To be downed by Buck Courtrey means more to her than merely the loss of her ranch. Later in the story comes the Man in Uniform from the great outside world of "below," a man with another code of honor, with different ideas concerning killings, with quiet ways and a real courage. This man Tharon learns to love, and for his sake does some wonderful things.

CHILD LITERATURE

Annie Carroll Moore, head of the children's department of the New York Public Library, has a most interesting and enlightening article, entitled "Viewing and Reviewing Books for Children," in the September Bookman. She emphasizes the influence of Horace E. Scudder on the trend of American literature for children, crediting him with the origin of the idea that children's books should have as much, or more, attention than grown-up books. It was he who insisted that the best writers were not too good for children. It is gratifying to learn that a beautiful new edition of Mr. Scudder's "Fables and Folk Stories," the best-known of his books, has recently been issued.

A FIGHTER'S IMPRESSIONS

Lt.-Col. L. M. Cosgrave, D.S.O., of Toronto, has written a book entitled "After Thoughts, Impressions of Armageddon," which has just been published, being a record of impressions during four years of active fighting in the great war. He deals with the development of hate, the change from personal hate to impersonal loathing, and the change from that feeling to a silent contempt, tinged with pity for a hopelessly misguided people and an acquired degeneracy.

WINNING JERUSALEM

"How Jerusalem Was Won," by W. T. Massey, is a important new war book issued by Constable's. The author was official correspondent of London newspapers with the Egyptian Expeditionary Force. The book sets forth the record of General Allenby's campaign.

THE MAN WHO WENT

A book which will carry a strong appeal in all English-speaking countries is Harold Spender's "The Man Who Went," which ably represents the attitude of the fighting men who answered the call of humanity in meeting the menace of the misdirected ambition of the unspeakable Hun in his gigantic effort to dominate the world. The book is published by Morgan & Scott, London.

MORE POWER TO THEM!

The committee on paper and envelopes of the National Association of Stationers of the United States, have recommended as follows:

"The great benefits gained by the retail stationers from the reduction in the number of styles and thicknesses of blank books, and from the elimination of certain numbers of pencils, pens and rubber bands, lead us to believe that it would be equally beneficial if similar reductions could be made in the number of weights, sizes and grades of envelopes, if certain numbers of typewriter paper could be eliminated, and if the number of shapes, sizes and colors of fancy papers could be kept down nearly to the basis reached during war times. The consumer in each case would easily adapt himself to these changes, the retail stationers would not be burdened with the necessity of carrying such a large variety, and the manufacturer would pass on to both retailer and consumer the price reductions possible as a result of the large increase in the volume of production of each of the smaller number of styles.

We regret that it is impossible for us to make definite recommendation, but we must leave these suggestions for the new committee with confidence that the manufacturers are ready and anxious to co-operate with the retailer in every move of this kind."

If this general plan is followed out by U.S. manufacturers its adoption by the Canadian manufacturers will no doubt follow, and the Canadian retailers will benefit along with their brethren across the line.

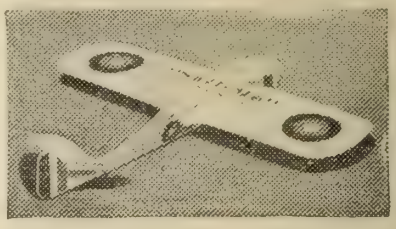
"Advertising," by G. W. Goodall, is a valuable new book for all business men, being a study of modern business power. It is worth special attention by booksellers by reason of the striking way in which its suggestions as to the power of advertising has been performed by publicity in national effort in the war and the raising of Victory Loans, etc.

It will give the general reader a very good idea of the vast extent of the modern advertising business and the thoroughness with which its requirements are thought out by those who are engaged in it.

A new volume of sermons of the late Prof. Law is to come early in December. The title will probably be "Optimism."

A TOY NOVELTY

"Sail-me" is the name of a new toy introduced by "Playthings Limited." It is a toy airplane, that can be so precipitated through the air that it will return to the hand that throws it. By another method of despatching it, it will take a different course and loop the loop.



NEW COPY HOLDER

An introduction by the Dalberg Offisupply Co., Des Moines, is the copyholder as illustrated herewith, by which it will be seen that the paper in the loose leaf book always lies flat while the stenographer is taking notes. It also comes with an easel attachment for use when transcribing, in addition to which there is a clip and lineguide holder.



Pays to Keep Store Windows Well Lighted for Shoppers' Benefit Before Christmas

Live Retailer Keeps on Making Money Even Though His Doors Are Locked.

AT this season when there is so much to draw the attention of the prospective shopper too great emphasis cannot be placed upon the effectiveness of a good lighting system. There is no season in the year in which it does not pay to light up the window but these evenings when the streets are thronged with people looking for gift ideas, money spent on lighting is a good investment. Not a few merchants are firm believers in well-lighted windows and it is a common expression that a window that is adequately illuminated is not an expense but a decided asset as it in itself soon pays the rent.

It may be argued that to keep a window continuously illuminated soon runs into money, but it must not be forgotten that a few dollars spent along these lines might easily be returned a hundred fold. During the Christmas season people make a practice of going around the stores to see what is on display, hoping in this way to pick up suggestions for gifts. It might be that these sight-seeing tours cannot be made during the day and when this is the case the "night impressions" count. The best class of goods might be on display in a darkened window but the man responsible for this window is under a handicap when fighting for business with the man up the street who keeps his lights ablaze until after the theatre crowds have disappeared.

Effect of Contrast

By the merchant who believes in window-lighting as a trade magnet, due care should be taken that the rays from his bulbs are directed in a telling manner. Light thrown on the sidewalk from window-lighting equipment is a two-fold waste because all light that "spills" on the walk is certainly not being put to work to light the window, and because—and this is the more important—this "spill" light does away with contrast between the intensity of illumination within and the surrounding space. By creating a sharp contrast between intensity of window light and sidewalk light the window may be easily made to seem brighter than it really is and it is only by the use of concealed lamps and correctly-designed reflectors that this desirable result can be secured.

The correct design of lamp to be used depends upon several conditions, such as height and depth of the window, the kind of background and decorations used, as well as the intensity of light required to make an adequate display, but brilliant show window lighting, from concealed sources, without waste light, commands attention, displays the goods to the very best advantage, makes seeing an easy matter and holds the crowds. And this is what the wide-awake merchant wants.

A perfect show window, perfectly lighted and perfectly trimmed, is bound to be a thing of beauty to every passerby and a real pleasure to those responsible for making it attractive.

Reflectors are Hidden

A few years ago window-lighting experts had difficulty in making the merchant see the necessity for concealing his show window lights in reflectors but the dressing of windows is to-day such an art that the modern haberdasher would no more think of using bare lamps than he would of displaying his merchandise in packing cases. To-day an exposed reflector in a show window is just as much of an eye-sore as the unadorned lamp was a few years ago. Well-designed and carefully-made valances are now used to cover the defects of former days. They impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment. Oftentimes the merchant's own monogram, trade mark or other insignia may be incorporated in the design selected, thus adding a final touch of individuality.

There is no disputing the fact that correct light draws crowds. And crowds mean money to some merchant. In order to get the attention of the evening window shoppers the man who wants business must make his windows compete with those of all the other merchants on his street. He must attract the crowd regardless of competitors and clear, brightly-lighted windows prove irresist-

GOOD LIGHTS IN THE SHOW CASE EMPHASIZE VALUE OF THE GOODS

In the lighting of a store, showcase illumination is an acknowledged asset to any merchant, but showcase lighting which forces the clerk to face a continuous annoying glare practically defeats its own purpose. It lowers the man's efficiency as a salesman by making him irritable to a point where he loses business, failing to "cash in" on a customer's interest in merchandise to which the showcase lighting has called attention.

Showcase lights should be placed directly in the line of vision of the clerk behind the case. If the lamps are visible the glare they give cannot fail to be detrimental to the health and productiveness of the employes and the sales volume of the establishment. Scoopettes generally are used by the merchants using the most modern equipment as these lights change showcases from mere dark, unattractive containers of merchandise to bright, never-tiring salesmen.

A well-lighted showcase stops customers, creates and arouses interest and emphasizes the value offered by each display. Light is often the connecting link between customer and goods and it is poor business to ignore this fact.

Supposing a man drops in to look over some shirts. While waiting he leans against the showcase. His eyes are naturally attracted to the nearest brightly-lighted object. This happens to be a display of neckwear in the showcase of which he is making a leaning post. "How much?" he asks a clerk, pointing to one that has particularly appealed to him. "Dollar and a half?" he then queries, adding: "Guess I'll have one." He goes out with his purchases, one sale at any rate being directly attributable to an efficiently-lighted showcase.

That the value of illumination is recognized by the King Street Association of Toronto was evidenced, when, on the occasion of the visit of the Prince of Wales, the following appeal was issued to the business men on the street: "It behooves every business man on King Street to make his "front" as attractive as possible; and the particular suggestion we have to offer is that the merchants and others take full advantage of the opportunity and light up their premises at night, even though it may be necessary to come down town to turn off the current. We know of a number of business men who have decided upon this plan. The King Street Association has undertaken an excellent scheme of decoration, and you are asked to contribute to the best of your ability as an individual by making your premises appear bright both day and night. Apart from any other consideration it is good business."

ible to the passerby. Sub-consciously he or she stops to look in. A uniform light which makes every piece of merchandise stand out prominently and yet does not glare into the eyes of the spectators is what is wanted.

Use Windows Continuously

When the average retailer locks his door his day's work is done but that is no reason why he should have stopped making money. His rent goes on just the same. Therefore, why not his income insofar as possible? There is no necessity for him letting his store go to sleep when he leaves. It should be made to pay its own rent at night just as during the day. That is what display windows are for. It is during the evening that people have time to look in the windows.

Live merchants, consequently, take advantage of the window-shopping hours. They make their windows inviting, irresistible magnets. And the one big way of doing this is by having them attractively lighted, by abolishing gloom and shadows and even glare. During the Christmas season especially this plan should be followed as every night for weeks before the holiday Santa Claus and his wife are on the streets and no opportunity should be lost by the dealer in men's wear to add them to his list of regular customers.

HANDBAGS AND PURSES

An Increase in Price Promised for Near Future

Nothing has yet been produced to supersede in fashion's favor the velvet or brocade handbags with silver or tortoise shell frames and chain handles. The T. Eaton Co. are showing some rather novel designs made of painted ribbon picturing two little birds on a limb, and also cameo effects. Big business, however, is still done in the plain black velvet, moires and in brooches that match the gowns or wraps with which they are worn. Of late there have been several numbers shown in flat purses and canteen bags, made of brocade, used similarly to leather. This may be due to difficulty in securing the fancy fine leathers, or to the vogue for brocade, but so far it remains for the public to decide whether these will become sellers of any importance.

All these fabric bags, though, are sold for dressy wear, and their vogue does not interfere in the least with the volume of trade being carried on in flat leather purses, having numerous compartments and top or side straps and novel gift bags developed from the canteen idea. These are all still being turned out in large quantities, but—as the Tommy said when told that 5,000 Turks had been massacred—" 'Taint enough."

One manufacturer with a staff double that of last year and working overtime is continually having to refuse orders. "What's the use," he said to BOOKSELLER AND STATIONER, "of working our design department and trying to introduce new styles at a loss when we're not able to fill our orders for staple lines? It would be absurd."

Under such conditions, prices are bound to be higher, and dealers may look for an early advance in the cost of the finished article when, added to this state of affairs, even the little metal trims have increased 66 per cent. during the past month.



A Great Line for Stationers

Firm in St. Johns, Quebec, Does Business of a Thousand Dollars a Year in Flashlights and Supplies

A good specialty line for stationers to push comprises flashlights, batteries and globes. As R. J. Elman, retail stationer, 33 Jacob Street, Halifax, points out in a letter to BOOKSELLER AND STATIONER, flashlights deserve a prominent place on account of the repeat business they bring for batteries and globes. Mr. Elman puts in quite a strong boost for Canadian-made batteries. The Japanese flashlights are strong contenders for the business, and he thinks Canadian makers should exert themselves to meet the Japs in prices quoted on globes.

The Gaetz-Cornett Drug & Book Co., advise that they have been selling flashlights for the past four years and that their sales are constantly increasing. They, too, recommend this line as a good one for all stationers to sell, because of the repeat business for batteries and bulbs.

W. J. Collins, St. Andrews, B.C., says the trouble in his case is to get enough flashlights and supplies to supply the increasing demand. He finds it difficult to get his orders filled.

J. Alfred Guay, 19 Notre Dame Street West, Montreal, has just fallen into line with the retail stationers selling flashlights and supplies.

$100 to $1,000 a Year

From $100 a year to $1,000 a year represents the growth in the annual business done with flashlights and supplies in the store of Henri Bernard & Fils, St. Johns, Quebec.

J. S. Shurie, Wellington, Ont., advises that his sales of flashlights and supplies have doubled in the past five years.

Do You Keep Accounts Cleaned Up?

Collection is One of the Most Important Features of Conducting a Successful Business —Some Suggestions for Getting After Any Delinquents You May Have

EVIDENCE steadily accumulates that the days of unrestricted credit to customers, especially in the rural districts, are past. Recent statistics show that more and more of the country's business is being done on a cash basis. Many hardware merchants, of course, have accounts with factories, contractors or others where immediate settlement for goods ordered through workmen or others is impossible, but in such cases there is a regular time set for payment and they see that it is not overrun.

People are able to pay and will pay if the retailer lets it be understood that his business is conducted on a system that is more or less strictly cash.

Causes of Failures

More failures have been caused through carelessness on the part of the retailer with regard to his accounts than by faulty methods of doing business. And there are still some customers who defer payment of their legitimate accounts. These are the people the retailer wants to get after, and there is no better time to get after them than right now. The phenomenal success of the recent Victory Loan is an indication that there is an abundance of ready money in circulation; and the retailer is entitled to the account which is due him. If he does not get it, the fault is, possibly, equally between the retailer and the customer.

Afraid to Collect

Many merchants are poor collectors because they dislike "boning" people for money; on the other hand, there are many customers who only need a reminder that an account is due to pay it. But there are also a number of customers who are "hard pay" and with such more strenuous methods have to be adopted.

Personal Touch

A number of methods have been adopted by various merchants throughout the country. Some have inserted advertisements in local papers; others send out letters, while still others make calls for their accounts. In conversation with the credit manager of one of the largest wholesale hardware houses in Ontario, BOOKSELLER & STATIONER was advised that a good policy to follow was to, if possible, give a personal touch to such letters. The merchant, being on intimate terms with his customer, will, in all probability, know some grounds on which he can interject in his letter this personal touch.

Seasonable Appeals

Still another method to follow is to make the letter seasonable. If it is in the spring of the year, state to your creditor, for instance, that it is the beginning of your year's business, that you have many accounts to clear away and that you would apppreciate an early attention to the matter. If it is in the fall, you might say to him that the harvest has been garnered, that the result of the year's effort has been gathered and that you would appreciate his co-operation in cleaning old accounts off your books. This might be carried through the four seasons of the year.

Other methods to be followed are suggested in the following letters. Here is a letter inserted by a Western Ontario merchant on the front page of his home weekly. It is straight to the point and should not give offence to anvone.

IT IS DISAGREEABLE

to send or receive an account with a footnote on it such as "Please," "Your kind attention is requested," "Please favor us," etc., etc. Our accounts are never rendered unless they are due. Our terms are, and have been for some time, strictly 30 days (the large Toronto stores do not give one day). Conditions in trade have changed greatly. It now requires nearly double the capital to swing a business. Goods are scarce and difficult to procure. Formerly manufacturers and wholesalers were more lenient in their terms—now the majority of them ask for payment in ten days after the merchandise is shipped (actually before the goods are received, if they are routed by freight). Any thinking person can see the necessity of prompt payment. We ask it in the same courteous manner that we solicit your esteemed trade; both are necessary for our success.

This week upwards of six hundred (600) accounts, running from $3.00 to $300, will be sent out from our office, every one of them due and payable. Many of them are rendered for the first time, many have been rendered many times before. Our experience in rendering the above number of accounts is that abouty fifty (50) of them will be paid promptly—the remainder will have about as much effect as water on a duck's back. It is expected that all accounts leaving our office this week will be paid on or before November 23rd.

We would like very much to carry these four or five hundred accounts for several months if we were strong enough—but we are not.

A Gentle Reminder

Some people only need a reminder in the shape of a letter to bring them into the store with the cash. A politely worded note something like the following will very often suffice:

Dear Mr. ———

Your account is quite a bit past due. We are in need of additional funds and ask, therefore, that you drop in and make some arrangements for paying your account now or as soon as possible.

We do not like to write a letter of this kind to any patron of our store, that you know. We, however, buy for cash and sell on that basis, in order that we may make prices to our patrons that are right. We did to you.

Come in and see us so that we may make some arrangements to settle this account. We will greatly appreciate your doing so.

May we look for you some time this present week? Thank you.

Yours very truly,

A Little Stronger

If this does not bring them in try something a little stronger. Keep right after them. Persistency pays in cases of this kind. Here is a follow-up letter to be sent a week after the first one went out:

Dear Mr. ———

It seems a bit strange to us that so far you have paid no attention to our recent letter asking you to call and settle your past due account.

Our policy has been to buy on a basis of spot cash and sell the same way. We made you prices accordingly, as you know. In other words, we gave you the benefit of spot cash prices and agreed to wait for our "spot cash."

Now, we think you owe it to yourself and us to come in and settle up. We really are in need of the money, as all retailers are at this particular time.

If you are unable to pay in full, we will be glad to have you pay some on account and give us an understanding as to when the balance will be taken care of.

Come in, then, to-morrow or next day, and make arrangements to settle this. Do not disappoint us this time. We shall look for you soon.

We wish to remain,

Yours very truly,

Need the Money

Before taking any drastic action merchants sometimes find it advisable to send a third letter, in which it is intimated that if the party cannot pay the account in full he should come in and at least reduce it. Many of those owing fair-sized accounts will respond to this appeal. A third letter may be worded as follows:

Dear Mr. ———

Here we have asked you twice to come in and make some sort of payment on your old account.

We believe the reason you delayed doing so was because you lacked ready money. So do we.

We need money to carry on our business, and we must, by all means, get it in.

We never like to make trouble of any kind for a patron of our store. When it becomes necessary to do so, he generally loses more than we do. He loses the advantage of cash prices on the goods he gets here, and also loses money and local repute by the law course. We do not want to take such a step now. We say this in all fairness.

Can we, then, depend upon you to square up the old account by the first of the week? Pay at least something on it.

In the hope that you will so favor us, we are,

Yours very truly,

Must Take Action

If all these appeals prove fruitless it means that the party probably does not intend to pay. A fourth letter along the lines indicated below should be sent and the most important point in connection with this is in meaning what you say. It is useless to tell a delinquent you will take action and then never follow it up. It gives him the impression you are afraid. One of the most successful collectors in the country to-day tried all methods of persuasion and appeal before threatening action, but once he says he is going to take the case to the courts he always does so. In this way he has established a reputation for himself that goes a long way with "slow pays." Once they know that R—— has been given the account to collect, they know he means business, and is prepared to go the limit. They also know that if they are temporarily hard up and show by their attitude that they are willing to do the best they can and

are honest and will pay a little at a time, he will give them every consideration.

The final letter to be sent out before taking legal action may be worded as follows:

Dear Mr. ———

This makes the fourth letter we have written you, asking that you make some kind of settlement of your long past due account.

So far you have not paid any attention whatever. Do you think this course on your part is right? Place yourself in our shoes and see how you would like it.

Unless some arrangement is made to pay this account by the 10th of this month, we shall consider it our duty to hand same to the attorneys.

We have enjoyed doing business with you, and believe you have found us fair and square. But ignoring us as you have does not help one bit.

So please step in and pay up the account, or a part of it, before the 10th. Save us and yourself expense, and we shall be glad to continue with you as formerly. There is no personal feeling in this letter at all; we simply need the money due us.

Thanking you in advance for the courtesy of a settlement by the date mentioned, we are,

Yours very truly,

Big Boom for Sporting Goods Trade

Business in 1920 Will be Good—Some Good Information About How Industrial Concerns Encourage Sports—This is Great Benefit to the Trade

E. H. WORRELL, of A. G. Spalding & Bros., in an interview with the "Sporting Goods Trader" said:

"This is the biggest year we have ever had in athletic goods," he declared, "and it would be as big again if we could only get the merchandise. I want to make it clear that this is not owing to a lack of production, but it is due to a doubled demand, for production, as a matter of fact, is bigger than ever."

Mr. Worrell referred to the very significant way in which sports are proving of value in connection with industry in general. "Throughout America," he said, "the big industrial plants of a community are carrying out systematic plans for the formation of athletic leagues composed of the workmen in the various plants. Industrial leagues are not new, but in the past each plant has usually had its own league and it has operated more or less directly under the supervision of the factory. Now, however, the plan is worked out with teams of all factories regarded as a unit, managed by a man outside engaged for the purpose, who runs it as a whole without any idea of benefit to any one plant."

He referred to Rochester, N.Y., as a centre where this plan is working out with splendid results. There the Eastman Kodak Company started the idea and the president of the Rochester league has already averted three strikes. He was able to accomplish this when all other possible means failed and he did it because he was closer to the men than anybody else and was enabled to approach them on a somewhat different basis.

"While the plan of athletic leagues," said Mr. Worrell, "may not be the solution of labor problems, it is doing something toward straightening out our industrial tangle and in the future it may prove a very vital factor in arriving at a ground of common understanding. Another thing which the plan has accomplished," continued Mr. Worrell, "is to put amateur athletics on a higher plane. The leagues are operated under the A. A. U. rules and no ringers are allowed on any of the teams, as used to be the case when each factory ran its own league."

Speaking further of sporting goods in general, and the shortage of merchandise, Mr. Worrell said that the great bulk of next spring's business is already booked, and those who don't get their orders in before Christmas will not have any spring goods. "Basketball and indoor baseball," he said, "are bigger than ever before, winter sports are promising to make a record, and notwithstanding high prices generally, people are ordering for the spring trade."

Price is of small consideration in the sporting goods line. The dealers' customers are willing to pay what is asked without complaint, as the latter have become accustomed to advances in the prices of all kinds of goods and commodities, and are not surprised to find that the set of boxing gloves, the fishing reel or the baseball goods are more expensive than formerly. There is plenty of money in circulation, and the people are spending much of it. Many are buying things now that they never thought of buying before, and even in the cases of those articles they have always been in the habit of purchasing, they are buying better grades.

The criticism of profiteering has not been directed, in the public mind, towards the sporting goods dealer. The merchant who handles butter, shoes and like commodities is getting his share of blame for high prices, as well as the manufacturers of such necessities, but the sporting goods industry and trade seem to have escaped blame in this matter. This is fortunate, for there is no reason for suspicion in their cases. Where certain classes of sporting and athletic goods are much higher than formerly, it is very generally understood that the reason for it is natural; that there are conditions of wages and scarcity of raw materials, etc., that cause such things to be unavoidable.

FRENCH IVORY

A really important feature of the trade in French ivory is the tendency among manufacturers, and among those retailers who realize the biggest returns from that line of merchandise, to do business in a remarkably good quality. Very little cheap goods in this line is on the market, and it would, no doubt, be to the advantage of the merchant who has not yet made French ivory a paying proposition, to consider this fact.

Wholesalers state that, even though buyers who deal in the better grade goods find it selling very actively, there are merchants who continually ask them for cheap goods, such as the flimsy celluloid which was on the market before the war, chiefly in rattles, toys, floats, and things of that sort. French ivory has gotten to be a line of merchandise of quite a different calibre. It is a toilet article considered almost essential to the debutante, the bride, and, in fact, any young lady who now requires her seal coat and silk lingerie. Surely she is not going to be satisfied with celluloid and similar lines of accessories for her boudoir when she knows there is available, somewhere, the fine quality and big range of French ivory. Moreover, that class of young lady is not essentially an urban girl. She is found in every hamlet and good farming district in the Dominion.

This is the season of all in the year when the merchants have an opportunity to instal a line of ivory of the type that will appeal to his customers who are living on this new level of "quality goods" throughout all their requirements.

As a result of this tendency for finer finish and workmanship, even the manufacturers who prided themselves on high-class goods since their beginning, are expending limitless attention upon improving the finish, workmanship, color and whole quality of the lines which they are producing. Some toilet articles are being made with firm bases almost 1¼ inches thick. This base does not seem clumsy as one might think, for it may be carved into artistic shapes, and the result is a very substantial article, far from unattractive. Other lines which were considered staple in light weight articles, such as soap dishes, buffers, etc., are now being made also in heavier finish, so that, while the price is higher for these newer articles, they are worthy to be considered part of a set of the better goods. The new soap container may retail at about $2.00, but that is not an obstacle in the way of its sale. Formerly, the purchaser of ivory toilet sets had to be contented with a frail celluloid receptacle liable to become

damaged on the slightest provocation, and so unsteady in its attitude, that a well-bred canary has been known to refuse to accept it as a bath-tub!

Prices, naturally, will show an increase, along with the increase in quality, but an advance of 20 per cent. during the last six months seems little to the wholesaler, as long as he is able to secure the goods and people are in a position to pay for nothing but the best. One fine quality brush, which costs the trade $9.00, and is about to be advanced to $12.50, is a very good seller. Large bonnet-shaped hand-mirrors, with long handles, cannot be obtained in sufficient quantities to meet the demand. Manicure files are being made with silver-plated blades.

Sets Make Sales

While sets of ivory in showy cases may not be regular sellers throughout the year, they are no doubt drawing cards during the Christmas season. A young man comes into a toilet goods department and selects two or three high-grade pieces as gifts for some particular person. The saleslady shows him these, and also displays one or two cases of sets complete, with the suggestion that it makes a much more impressive gift. In many cases, the young man is only in need of the suggestion, for he immediately concurs that the display in the case is attractive and complete. While the case itself may not be of very great value, it serves as an attractive package for the nice pieces within, and retailers who really appreciate the possibilities of a good line of French ivory are prone to make the most of these effective displays at the gift-giving season. It looks like a pretty sure bet that Santa Claus is going to leave a good many pieces of the better-grade ivory in this year's Christmas stockings.

PUNCH AND JUDY

For some people, Punch has dropped quite out of existence. But he has been brought to life again on the sixth floor of the Robert Simpson Co. as a part of the annual Christmas show. In a miniature theatre Punch laughs and kisses Judy, throws the baby downstairs, Judy too; then knocks the policeman and doctor on the head, hangs the sheriff, folds him up in the coffin, throws Sambo downstairs, and finally is choked to death by the devil every day to the chuckling delight of several hundred children. Here, too, a little marionette performance is staged at alternate hours.

The Christmas show itself contains innumerable toys for sale as well as other articles such as handkerchiefs and ivory, suggestive gifts for the children's parents. There is also a booth where popular music is being sold, and an ice cream stand. But best of all, Santa Claus himself is there to receive his little visitors in a cosy sitting-room with a big fireplace. Just outside the room is a real roof, and now and again Santa demonstrates how he is going to climb the roof and come down the chimney next Christmas Eve.

DAVE DARRIN

In Altemus' Dave Darrin series three new titles that have just come are: "Dave Darrin and German Submarines," "Dave Darrin's South American Cruise" and "Dave Darrin on the Asiatic Station." The author, H. Irving Hannah, has three more fine stories for boys in these books.

WAR HISTORY

Volume XXIII of Nelson's History of the War by John Buchan, carries the chronicles of the great war through the turn of the tide and the breaking of the German defences, following the capitulation of Bulgaria. Vol. XXIV deals with "Victory"—the surrender of Germany and aftermath of the war.



MAY SINCLAIR
Author of "Mary Olivier."

A SURGEON'S WAR STORY

"Wade in, Sanitary," just published by Putnam's, is the story of a division surgeon in France. The author is Lt.-Col. Richard Derby of the Second Division of the U. S. Army.

The book is far more than a mere account of war experiences. It is the first complete and authoritative picture of the struggle from the surgeon's side. Though nontechnical in style and thoroughly popular, it points out many of the lessons of the war from the medical standpoint of interest to every physician and every thinking citizen.

To after the war literature the book is a highly valuable addition of absorbing interest.

A BOOK OF WHIMSY

"From a Southern Porch," by Dorothy Scarborough, published by Putnam's, is a book in which the author merely loafs —consistently, restfully, delightfully, but with an almost fatal hypnotic persuasiveness. She is a sort of stationary Pied Piper, luring the unwary reader to her sun-flecked porch, to watch with her the queer procession of created things go by—from lovers and ghosts to lizards and toads.

Under the spell, convinced that loafing is better than doing, the reader stays and chuckles over the quiet humor and quaint fancies. He gets away finally—all delightful experiences must end in this work-a-day world—still chuckling, but with a renewed sense of life and life's values.

BOOKS AND MOVIES

There should be a special demand for "Little Women," by Louisa M. Alcott, in the bookstores of various Canadian towns in which the screen version of this great story for boys and girls will soon be running, and has recently been shown.

"Janey Canuck," the well-known Canadian writer, was born in Cookstown. She was the eldest daughter of the late Isaac Ferguson. She was married to her present husband, the Rev. Arthur Murphy. She is the only woman on the bench in Canada, being at present Judge of the Women's Court at Edmonton.

GREAT WAR AND R.A.M.C.

A voluminous work is "The Great War and the R.A.M.C.," by Lt.-Col. Brereton. published by Constable's. It has nine maps, one plan, two appendices, and is an exhaustive account of the doings of the Royal Army Medical Corps on the Western Front during the first two months of the Great War.

Appendix I gives the full staff of Surgeon-General Woodhouse in the Expeditionary Force that sailed in August 1914.

Appendix II presents "The Horrors of Wittemburg," being the official report to the British Government.

"The Four Little Pigs That Didn't Have Any Mother," is another attractive little book for wee ones; published by Henry Altemus Co. It has twenty-nine illustrations all in color. The author, Kenneth Duffield, knows how to entertain little readers.

In the "1-9" series of novels published by Stanley Paul & Co., has just come "Youth Will be Served," by Dolf Wyllarde.

A new fairy book, published by Henry Altemus Co., is Alice Ross Colver's "The Wish Fairy of the Sunshine and Shadow Forest."

The Brennan Show Card System, Ltd., is the name of a recent incorporation, with head office in Toronto. Capital $40,000.

The firm which has been known as The New Empire Wall Paper Co., Ltd., has changed its name to Empire Wall Papers, Ltd.

Good Showcard Writing Takes Time

To Get Theory and Practice Student Must Go Over Each Step Thoroughly

By R. T. D. EDWARDS

IN THE daily papers there appear at times advertisements soliciting show-card students. Great possibilities are pictured as to the incomes to be derived by show-card writers, and it is also pointed out that big money can be made while learning, absurd sums being mentioned—absurdly high even for the best in the business. Of course such advertisements are but bait held out to attract correspondence which gives even more glowing accounts of the possibilities of show-card writing. These results, though, it must regretfully be stated, are only obtainable through their "teach 'em quick methods." At least this is what they claim.

The absurdity of these advertisements is so apparent that it is to be wondered at that so many are taken in by them. In the first place these courses are supposed to put the student through from start to finish in a few weeks. But who ever heard of a man being taught in a few weeks what it has taken others years to accomplish?

Where are the Positions?

In the second place, where are the positions for exclusive card-writers to fill? They are not to be had. If all the students taken on were to become card-writers the market would soon be so deluged with "free lancers" that few would make even an existence at it. These remarks, be it remembered, are aimed only at those who have these "get-rich-quick" ideas, not at the correspondence schools that are running straightforward business propositions.

It is true that some people learn things more quickly than do others, but generally speaking, one must take a reasonable length of time to learn each step in card-writing to get the theory and the practice, the latter being the main essential to give the writer speed and fluency in the work.

So, rather than take those so-called quick courses, let the student find out the proper kind of brushes and get a set of three red sable writers, Nos. 5, 6 and 7, and if he cannot get some good man to give him a few pointers, let him observe the work of an accomplished man. He can learn a great deal by this observation. Then it remains for him to practise and keep on practising. He can get all the show-card colors he needs at stationery or art supply stores.

The person who can put his work into actual use is the one who will advance the quickest in the work. For instance, if the student is a salesman he can obtain practice by doing the small price cards of the store, gradually working into the larger work. If he is a window-trimmer or an advertiser, the opportunities are right with him. Stick to plain work at first and employ the use of bright colors very sparingly, Mr. Student.

A word here as to brushes might be quite timely. All during the war good brushes were more or less scarce owing to the unsettled conditions of the European market, but now the question is even more difficult. France makes the best cardwriters' red sable writers, and only a fraction of the former shipments are coming through, so when the student is able to get good brushes it is advisable to keep them in good shape. Well-cared-for brushes will last the card-writer who has not a great amount of work to do, for years. There are three points which should be observed in the care of brushes.

First, don't allow the color to dry in the brush while still on the pallet. If this ever does occur, make sure that it is thoroughly softened before trying to remove it.

Second, always wash the brushes thoroughly in plenty of clean water, making sure to remove all the color.

Third, never allow brushes to stand in a pot of color or vessel of water for any length of time. This ruins the points quicker than anything else.

STUFF O' DREAMS

A little book of plays by Rex Hunter comes under the title of "Stuff o' Dreams," published by T. S. Dennison Co., Chicago.

GIFTS WE BRING

A Christmas pageant by Rena Lamkin, just published by T. S. Dennison Co., Chicago, is "Gifts We Bring," a volume of thirty-seven pages, with several illustrations. It is a book especially for boys and girls, but also of interest to adults.



—"The Passing Show."

Lloyd George: "Come along, old bean! You'll get there—in the future!"

WELDON ROBERTS
RUBBER ERASERS

Wherever pen and pencil and typewriting machine are used the WELDON ROBERTS eraser goes. In every commercial country its excellence is appreciated. World's quality standard. 88 styles. Free samples to dealers anywhere.

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It will pay to carry a stock of these widely known publications. A liberal discount allowed to dealers.

Write for further information to

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Sole Canadian Agents for Milton Bradley, Art, Primary and Kindergarten Materials.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

RYCO TAPE MOISTENER

ADDS TO PROFITS



Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt. Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES

J. F. Ryan & Co.
52 Vanderbilt Ave.
NEW YORK

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.

Also ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND



Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

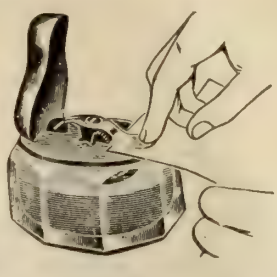
C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

NEW GOODS
DESCRIBED AND ILLUSTRATED

JAZZ WHEEL

A newcomer is the Jazz wheel, a novelty that amuses, bewilders and delights. It is a British idea and retails at 3d. across the sea.

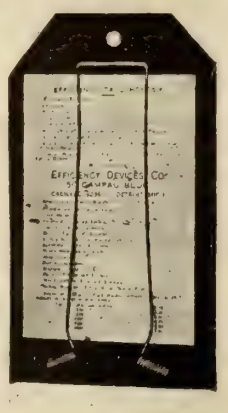
A unique paper fastener is the



"Mystick," introduced by Cushman & Dennison Co. It eliminates the use of wire clips from letter files, thus saving 50 per cent. of space. A drop of mucilage firmly attaches carbon copy or other data.

NEW CARD HOLDER

Efficiency Devices Co., 116 W. Larned St., Detroit, Mich., have introduced a line of spring card holders, which are suitable for use by department heads in



organizations or big manufacturing plants who will find them of value for a traveler on trucks, etc. It is also of value in the stock room where it can be hung up over a bin and records kept of the moving of stock.

SPECIAL

PENNY TOY BOOKS

SAMPLES ON APPLICATION TO THE PUBLISHERS

Goode Bros., Ltd.
(1913)
ARIEL WORKS
88-90 CLERKENWELL ROAD
LONDON, E.C. 1., ENGLAND

Why is the Peerless the Best Moistener?

$1.00

Ask any of the thousands of users and they will tell you it is the best on the market.

Simple—Useful—Economical

We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

PEERLESS MOISTENER CO.
826 S. Claremont Ave. CHICAGO

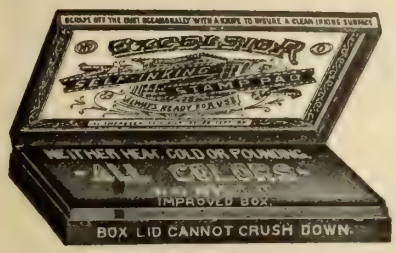


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Adding Machine Rolls
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and
ALL CLASSES OF SMALL ROLLS FOR AUTOMATIC REGISTERS

Paper Manufacturers Co.
Philadelphia Penna.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

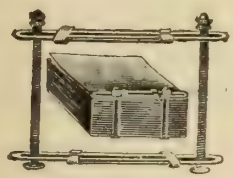


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B. G. Volger Mfg. Co., Inc.
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Our Specialty:
STAMPING INKS OF ALL KINDS

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

Macdonald Wire Goods Co.

Desk, Tray, Waste, Paper Baskets, Etc.

Stationers Wire Goods

Write For Prices

DRUMMONDVILLE, QUEBEC

NOVELTY HANDBAGS

Illustrated herewith is a new bag of crocodile as introduced by D. Davis, manufacturer, of Mare street, London, England. It is representative of an ex-

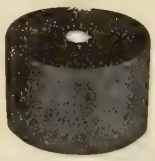


tensive range made at the Davis works. Some of these bags embody interesting features, as indicated by the one shown here.

EDUCATIONAL DOLL

A distinct novelty in dolls is the educational doll put out by Hamley Bros., Ltd., High Holborn, London, England. It is a splendid toy for the nursery and said to be most durable. The dresses are decorated with letters, rhymes, tables, etc., and a row of beads is provided to teach the children to count.





Made in Canada

Adding Machine Rolls

More Profit for the Dealer

Manufacturers' Agent for

PURE VEGETABLE PARCHMENT

There is good money in these lines for Dealers. Get after this business in your territory.

E. A. CRIPPEN

Successor to The Monarch Paper Co.
79 Spadina Avenue, Toronto

Plain Crepe Paper

7½—10 ft.

Assorted colors to the wood case containing 500 rolls.

$12.50 per Box

Decorative Crepe Paper

Designs, packed 100 rolls to the corrugated box

$3.00 per Box

These are seconds and are not guaranteed against imperfections, but we believe you will be satisfied. These lots are held subject to prior sale. Better order to-day.

Ask for our price list on stationery.

L. GOTTLIEB & SONS

263 Second Street, - New York City

KEEP POSTED

Wholesalers anxious for new business can secure live information through a regular service of

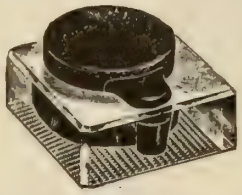
PRESS CLIPPINGS

These include the whole of Canada and cover new book stores, novelty stores, drug stores, children's goods stores, or any branches or extensions of the same. Write for full information to

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143-153 University Ave., Toronto

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS OF ALL STYLES



Manufactured by

Frank A. Weeks Mfg. Co.

93 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

WEBER ARTISTS' MATERIALS

TEMPERA COLORS
Tempera Canvases and Academy Boards
Students' Tempera Colors
Finely Prepared Artists' Oil and Water Colors
Pastels and Pastel Painting Materials
Fine Quality Brushes
Poster Show Card Colors
Air Brushes and Materials
Catalogue on Request



F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches:
St. Louis, Mo.; Baltimore, Md.

SELL

MACLEAN'S

The Magazine for Canadians

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NEW GOODS
DESCRIBED AND ILLUSTRATED

LISTS RECEIVED

From Hodder & Stoughton, Ltd., comes an 80-page list of autumn publications. First place is given to "Memories" by Lord Fisher. There is a wealth of new fiction, books about the war, art color books, reprints, juveniles and theological books.

From Harold Reeves, 210 Shaftesbury Ave., London, W.C.2, come catalogues of old and rare music and musical books and of second-hand vocal, pianoforte, and other instrumental music.

"Jewels" is the title which the Jewel Pen Co., Ltd., London, have given to their new catalogue No. 9, a copy of which has come to BOOKSELLER AND STATIONER. The list comprises 24 pages and each page is 9 inches long, so as to allow the illustrating in actual size of nearly fifty of the various fountain pens and stylos made by this firm and priced from 3s. up to £17 6s. each, in addition to which the firm supplies fountain pens covered in silver or solid gold for presentation purposes, to be purchased plain or with inscriptions of initials or monograms.

From the Argus Manufacturing Company, 402 North Paulina street, Chicago, comes an illustrated list of Argus paper fasteners, pen and pencil clasps and other specialties. Novelties among the pen and pencil clasps are models which embody adjustable calendars covering all the months of the year. With the list came samples of the Argus paper fasteners, nickel plated and brass plated. These fasteners are made so that they cannot prick the finger or thumb, because they are made with a protecting arch over the point.

From Arthur K. Kempton comes a circular descriptive of the Repeat-O-Graph. This attachment will replay records without further attention. It is described as being indispensable for dancing and when a phonograph is used for educational purposes, or during meal hours, etc. It is made to fit all machines using steel needles.

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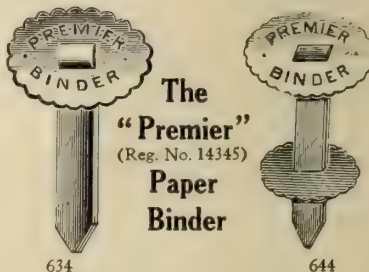
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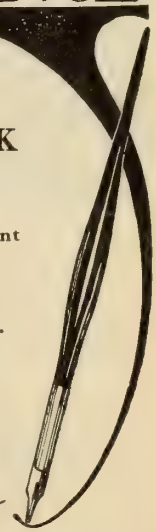
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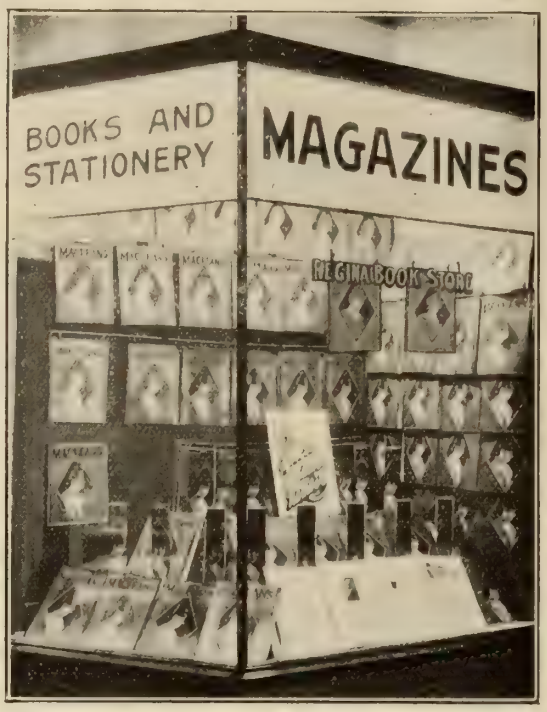
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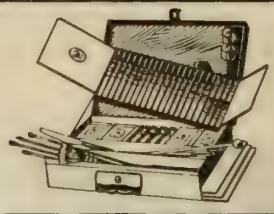
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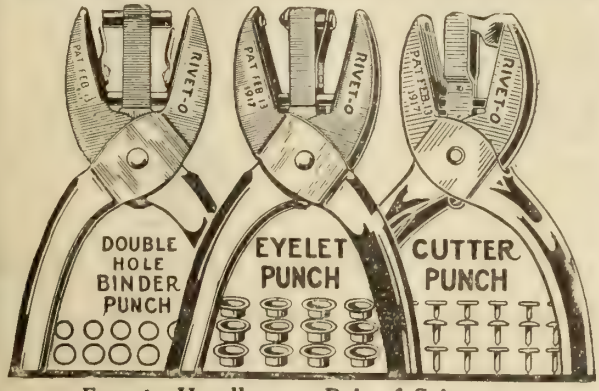
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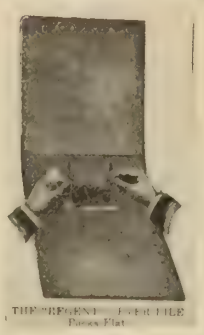
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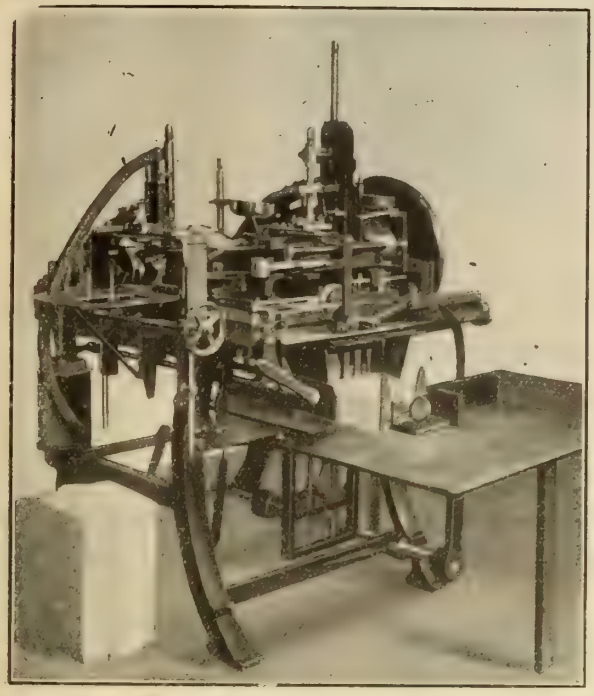
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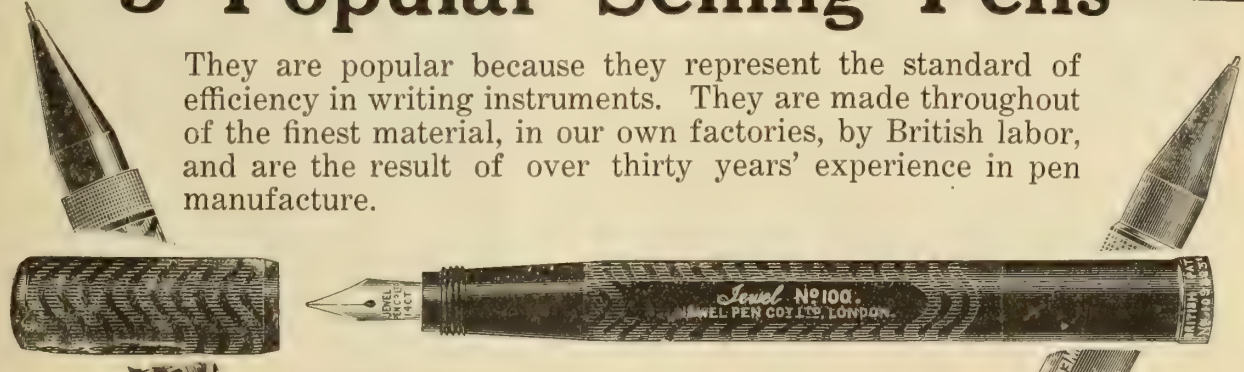
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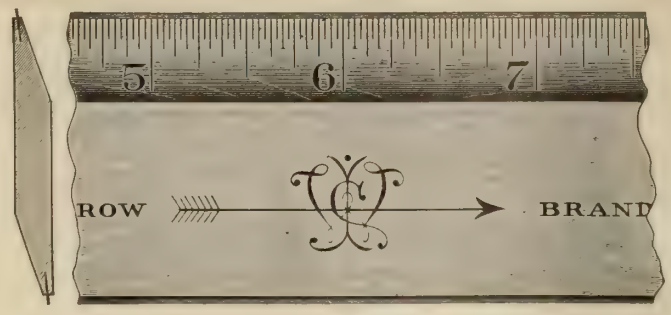
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